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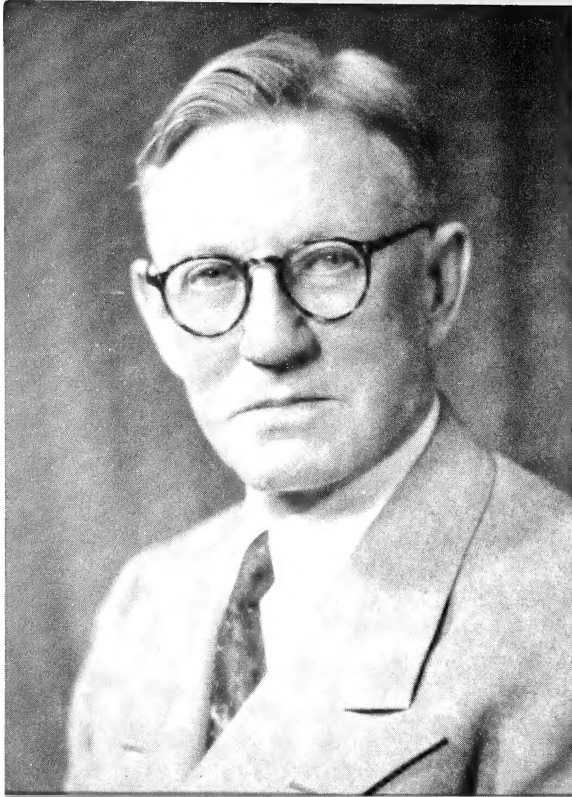
McKay

NURSERY COMPANY

GENERAL OFFICES • MADISON, WISCONSIN

NURSERIES • WATERLOO, WISCONSIN

WISCONSIN'S GREATEST NURSERY



WILLIAM G. MCKAY

WILLIAM G. MCKAY, president and general manager of the McKay Nursery Company, had an early introduction to the business of growing things, for he spent his youth on a farm in Columbia County, Wisconsin. This experience, combined with a business education, qualified him for the successful management of the nursery company which he organized in 1902. Under Mr. McKay's supervision, approximately 600 acres have been developed near Waterloo, Wisconsin, making McKay's the largest nursery in the state.

*It's not a
HOME
until it's
PLANTED*

50 golden years in this "growing" business...

IT hardly seems like 50 years since I entered the nursery business, but the calendar tells the truth. For half a century I have engaged in this interesting service to the public.

I look back with fondness upon those golden years—golden because thousands of wonderful customers made them that way. From the turn of the century down to the present, my life has been most enjoyable.

If you have been a McKay customer over the years, I want to thank you sincerely for your business. All of us have made a point of serving you to the best of our ability. Day by day, as our organization grows, it becomes even better equipped to meet your most specialized requirements.

If you are a new customer, let me assure you that we will give your requests the most careful consideration. On completing this half-century of service, I want to pledge our wholehearted support of any project you may undertake, utilizing nursery stock for greater beauty, happiness, health, or profit.

W.G. McKay

The McKay Nursery Company has long held the belief that "It's Not a Home Until It's Planted" and "It's Not a Farm Without an Orchard." Join the many thousands who have profited from our counselling.

We are at
Your Service...

Let us have the opportunity to prove
our genuine interest in the success of
your plans.



KARL JUNGINGER
Executive Vice-President



WILLARD H. GORMAN
Secretary-Treasurer

A tradition of *Quality*
will forever be maintained

IN the future, as in the past, McKay's will stress the importance of high quality in its planning, stock growing, and planting. This three-fold service, guided by department heads with long experience in the nursery business, assures you of complete satisfaction. Read this catalog with the satisfaction that you can depend upon the services and stock described. High quality throughout, we believe, more than any other reason, is responsible for McKay's ranking as Wisconsin's Greatest Nursery.



EDWARD A. PETRANEK
Vice-President



EDWARD E. RIESOP
General Nursery Foreman



KENNETH J. ALTORFER
Graduate Landscape Architect



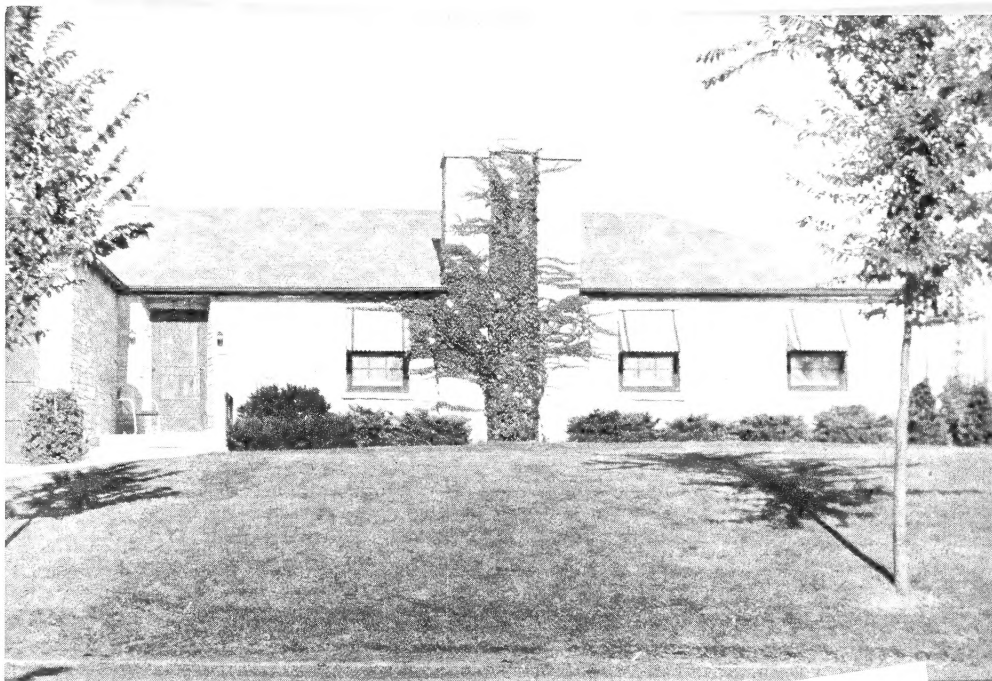
CLAIR B. MULHERN
Supervisor of Salesmen



ARNO W. KURTH
Graduate Landscape Architect



VICTOR J. HEIDEMANN
Ass't Nursery Foreman



←

In this modern treatment of a ranch-type house, note the low horizontal-line planting of Spreading Yews and Pfitzer Junipers in keeping with the horizontal roof line. In addition, the Ivy has softened the massiveness of the fireplace chimney.

Home of
Roy Grant,
Monroe, Wisconsin.

Mc KAY
make

"The Home"

The Meaning of "Home"

"My heart is turning home again, and there I long to be," wrote the poet, James Thomas Fields. Love of home is universal. There is no more worthy ambition than the desire to own one's home and to make home life happier, more wholesome, more enjoyable by beautifying the home grounds.

Outside, Too

A realization of the importance of proper planting encourages today's homeowner to give full consideration to the improvement of the home grounds—consideration comparable to that given to the interior of the building. Only your friends see the living room, but everyone sees the exterior.

Greater Social Value

The home, like the individual, is invariably judged by its appearance. Good landscaping, designed to blend with the lines of the build-



An example of a hillside landscape treatment. The "dressing-up" of this property was done to show the house off to the public at its best. Home of Oscar Kratz, Slinger, Wisconsin.



←

Charming grounds, well planned and well cared for by the owner, have made this red brick colonial home one of beauty, pleasure, and contentment. The large Maple tree, right front, is one of McKay's large winter-moved trees, planted the previous winter.

Home of
Dr. R. O. Klink,
Hartford, Wisconsin.

Throughout this catalog are photographs of homes featuring landscape plans drawn by the McKay Nursery Company. In some cases the owner

→

If you were to judge the inside of this home by its outer appearance, you would be well impressed. A neat and well-arranged planting adds to the pride of home ownership.

Home of
A. Junginger,
Madison, Wisconsin.



helps you
yours

Beautiful"

ing, assures a pleasing appearance. Whether in the city or country; whether a mansion or a modest dwelling; a home's social value is best increased by a well-arranged planting of selected nursery stock.

It's an Investment

Proper planting greatly increases the social and monetary value of the home. Property values are increased beyond the cost involved. In addition, attractive planting adds to the everyday joy of living and helps provide a wholesome environment for the children.

No Similar Home Investment Pays Such Great Pleasure Dividends

Your home, too, can be made more beautiful, more valuable. Plant hardy, northern grown nursery stock—the very finest available. Discuss your planting plans with a representative of the McKay Nursery Company, Wisconsin's Greatest Nursery.



An ordinary backyard—facing a cornfield—has been transformed into a modern "Outdoor Living Room." Home of Mr. and Mrs. Gus Fondrie, Reedsburg, Wisconsin.

→

The owner of this house will never tire of the beautiful simplicity of the evergreens and shrubs. They are easy to maintain and always present a "dressed-up" appearance.

Home of
Mr. and Mrs. Gus Fondrie,
Reedsburg, Wisconsin.

planted the stock himself; in other cases it was planted by skilled men in the McKay organization.





Notice the well-established foundation planting of this fine home. This picture was taken only 2 months after the shrubs and evergreens were planted. You, too, can achieve outstanding results with nursery stock from McKay's.

Home of
Mr. and Mrs. S. W. Steensma,
Janesville, Wisconsin.



Before

After



Look at this house *BEFORE* planting. Though embodying excellent architecture, it looks lonesome and unfinished. Look at the house *AFTER* planting. This demonstrates the magic touch of good landscaping.

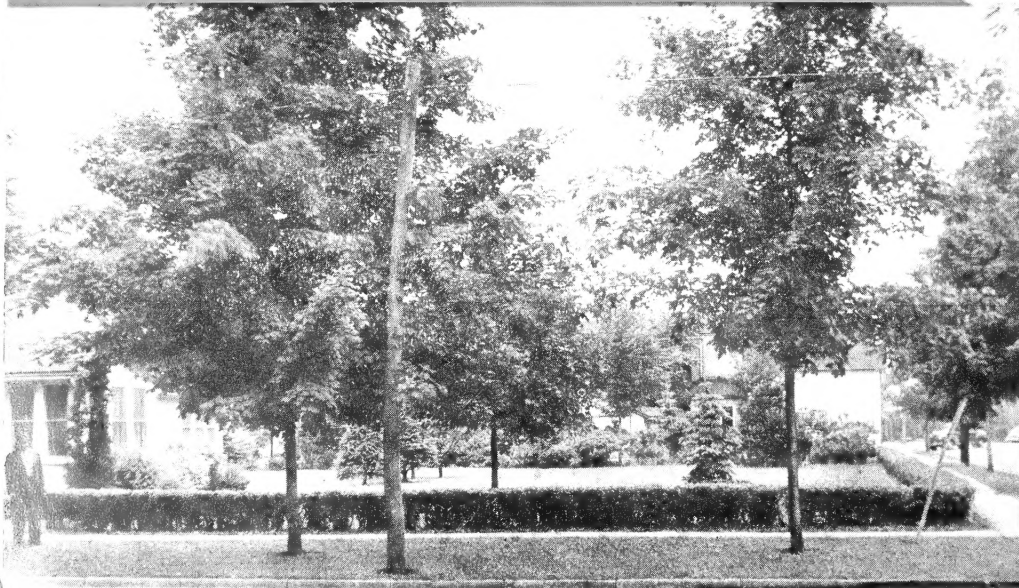
Home of Mr. and Mrs. Robert Wild,
New Glarus, Wisconsin.

McKAY'S Landscape

A good landscape plan is as essential to the development of the home grounds as a building plan is to the construction of the dwelling itself. The correct landscape plan, as developed by McKay's Landscape Department, will assure you of the proper planting for your home.

Public Property Plans

The services of a landscape architect are necessary to beautify grounds properly. McKay's is well-equipped to design landscape plans for industrial plants, public buildings, parks, cemeteries, and similar projects.



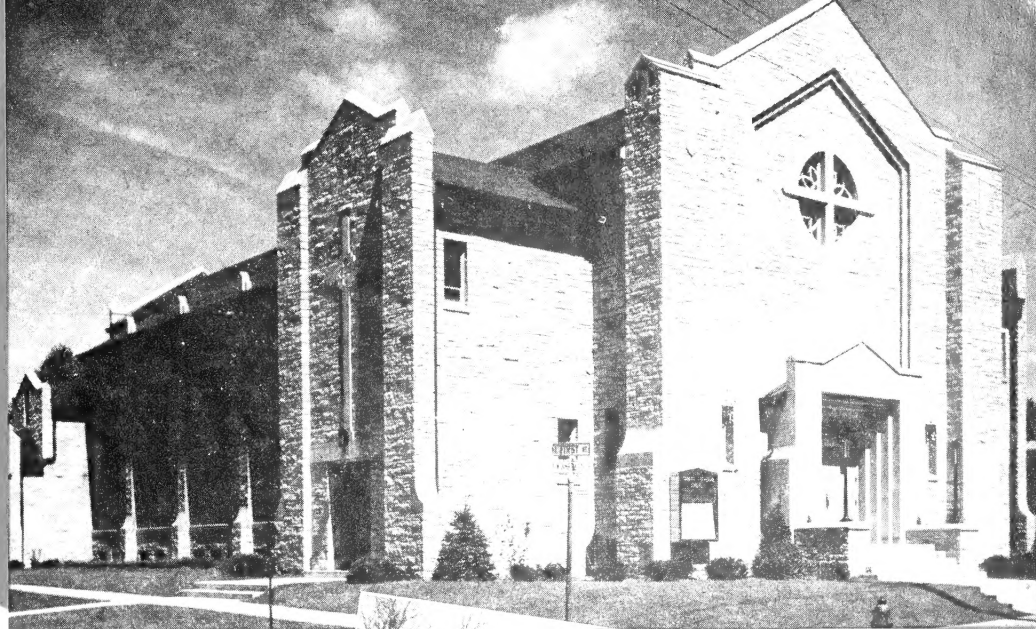
Believe it or not, this planting is screening out a "Main Street" alley in a small town. The owner of the property operates a general merchandise store and lives in this house behind it. McKay's landscaping of this home grounds separates the two parts effectively and gives the grounds the beauty of a country estate.

Home of
Mr. G. A. Lehnher, Jr.,
Belleville, Wisconsin.

→

The pleasing appearance of this church results from a combination of fine architecture and the skillful artistry of a McKay landscape architect—another example of an investment in landscaping paying large dividends in added priceless beauty.

Trinity Lutheran Church,
Madison, Wisconsin.



Complete Service

Complete Stock

We have a complete landscape organization for designing the plans, furnishing the stock, and carrying out the work. As Wisconsin's largest growers of nursery stock, we have an unexcelled selection from which to choose.

Write for Details

The services of the Landscape Department are offered without charge when McKay Nursery stock is purchased. Talk to your local McKay representative, or write directly to the McKay Nursery Company.

Before



After

Much of the charm of this foundation planting lies in its simplicity. Economy has been achieved, too. Without such a planting this would be just another house.

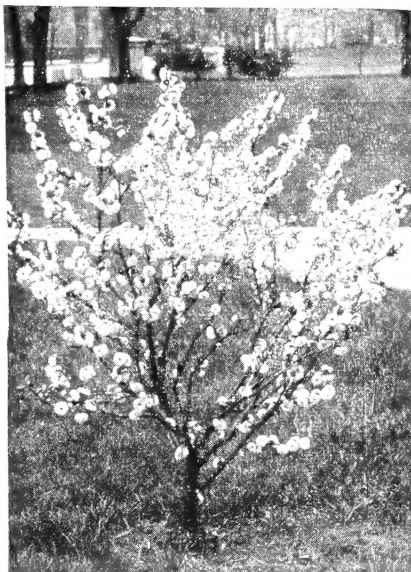
Home of Mr. and Mrs. Guy Martin,
278 Kensington Drive, Madison, Wisconsin.

→

The original builder of these apartments realized a many-fold return on his McKay nursery stock investment when he eventually sold to individuals. It also gives a unified landscape treatment. The plan represents the foresight of:

Neal Stoddard,
Realtor and Builder,
Madison, Wisconsin.





Almond

ALMOND - *Amygdalus*

PINK FLOWERED DOUBLE. Early in the spring before other shrubs have budded, the Flowering Almond is covered with pink Rose-like blossoms. Does best when planted in a protected place, yet should be placed in a fairly prominent location where the early flowers can display their full beauty. 3 to 5 ft.

See picture at left.

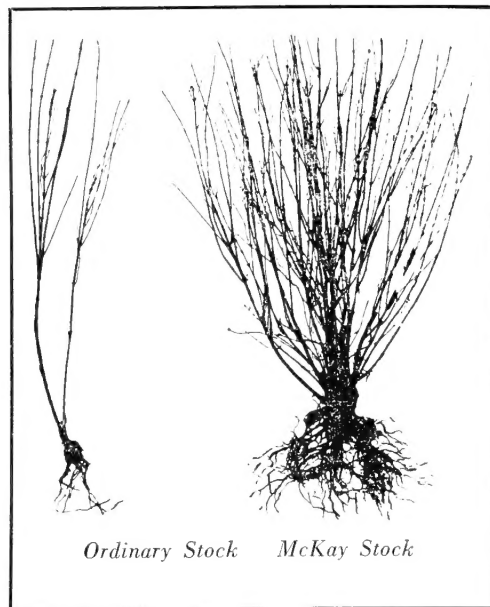
AMELANCHIER

CANADENSIS (Juneberry or Downy Shadblow). A large shrub, growing 10 to 15 feet high with attractive white flowers in early spring, followed by dark red fruit attractive to birds.

ARONIA

ARBUTIFOLIA (Red Chokeberry). A native shrub of distinctive beauty and easy culture. Covered with white flowers in early spring, followed by bright red berries which last all winter. Foliage turns red in fall.

MELANOCARPA (Black Chokeberry). Similar to *Aronia Arbutifolia* except that it is a much slower grower and that its berries are black instead of red.



Ordinary Stock McKay Stock

BEAUTY BUSH - *Kolkwitzia*

AMABILIS. The gracefulness, free blooming qualities, and hardiness of this Chinese plant make it an excellent plant for any garden. Central branches stand upright to a height of 5 to 6 feet, and its outer growth arches outward and downward to the ground. Its leafy stems are laden with clusters of deep pink flowers in June.

BUCKTHORN - *Rhamnus*

COMMON BUCKTHORN (*Cathartica*). Displays a very pretty dark green foliage throughout the season. White, inconspicuous flowers in June. Branches are thorny. A good hedge for central and northern Wisconsin, where hardiness and thriftiness are essential. Trims well at 3 to 6 feet.

GLOSSY BUCKTHORN (*Frangula*). A shrub similar to the common Buckthorn, but grows more slowly.

BUFFALO BERRY - *Shepherdia*

ARGENTEA. A silver-leaved shrub growing to 12 feet, much like the Russian Olive. Very hardy. Branches are spiny or thorny when young. Yellow, inconspicuous flowers in May followed by grayish berries. Used for color contrast in mass plantings.

COTONEASTER

ACUTIFOLIA. A dense growing shrub with dark green, glossy, oval leaves. The best hedge plant for the Northwest. Definitely hardy, resembling Privet. It is becoming the favored hedge plant where Privet is not hardy. 4 to 5 feet.



Cotoneaster Hedge

DIVARICATA. An upright spreading shrub, 3 to 4 feet high, with small glossy leaves and a profusion of rose-tinted flowers in June. Bright red berries in September.

MULTIFLORA. Upright spreading shrub 6 to 8 feet, with white flowers. In the fall it is almost completely covered with large red berries the full length of the branches. Gray-green foliage.

EUONYMUS - Burning Bush

(Strawberry or Spindle Tree)

ALATUS (Winged Bark or Cork Bark Euonymus). An outstanding shrub carrying shiny leaves, green through the summer, turning to brilliant rose in the fall. Produces red fruit in the fall, resembling Bittersweet berries. Its curious cork bark and winged projections on the branches make it attractive in winter. Adaptable to shade or sun. Grows 4 to 6 feet. A shrub of distinction.

See picture page 7.

ALATUS COMPACTUS (Dwarf Euonymus). A dwarf type of the above but thicker, bushier and more compact. Grows 3 to 4 feet.

EUROPAEUS (European Burning Bush). A tall, slender shrub with green bark and dark green leaves that remain green very late in the fall. It is an exceptionally heavy fruit bearer in the fall. Grows 8 to 12 feet.

ATROPURPUREUS (Burning Bush—Wahoo). Tall growing, 7 to 10 feet, native shrub with large leaves. Like the *Europaeus*, it produces an abundance of attractive bright red berries in the fall which are carried well into the winter.

ALPINE CURRANT - *Ribes*

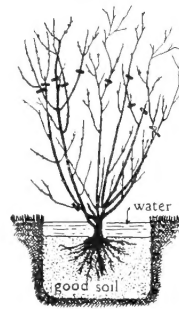
This is a dwarf, compact and dense shrub, growing 3 to 4 feet high. Alpine Currant leaves out in early spring. Inconspicuous yellow flower in June. Excellent for hedges, either trimmed or untrimmed. Does well in shade, and in poor and sandy soils.

← See picture.



ALPINE CURRANT

- ✦ Trimmed hedge
- ✦ Specimen plant.
- ✦ Untrimmed hedge



PLANTING SHRUBS

1. **PLANT:** Firmly in large holes, with roots spread out in good rich soil (from garden if necessary).
2. **WATER:** Soak hole with water several times before filling in soil completely.
3. **PRUNING:** Cut off at least one-third of tops, as shown in diagram.
4. **MULCH:** Use hay, straw or leaves.

Note: We furnish complete instructions for planting, pruning, and care of plants with every order.



Cornus Siberica (Red Twig Dogwood)

CORNUS - Dogwood

Splendid Material for Winter Effects and So Desirable in Mass Plantings

Here are hardy and vigorous shrubs, most of which thrive in moist, fertile soils. In addition to the showy flowers and fruits which characterize most of the species, all are very attractive in winter because of the brilliant colored bark of the young shoots and twigs.

ALTERNIFOLIA (Pagoda Dogwood). Hardy shrub or small tree 8 to 15 feet tall. Branches arranged in interesting, distinctive, flat whorls. Flowers are white clusters in June followed by bluish fruit in early fall.

BAILEY'S. A very handsome variety of upright growth with dark red branches. The fall color of foliage and winter color of twigs are unequalled. Well adapted to sandy soil. 5 to 6 feet.

PANICULATA (Gray Dogwood). Gray-stemmed Dogwood, thickly branched, round headed with a profusion of creamy white flowers in June, followed by white berries borne on bright red stems. The leaves turn red in fall. Grows 4 to 5 feet. Adapted to dry and sandy soils.

SIBERIAN DOGWOOD (Alba). Showy blood-red branches make this one of the most interesting plants for the wintertime landscape. In summer it presents an excellent foliage. White flowers in June followed by white berries in September. A good shrub for backgrounds or mass plantings. 5 to 6 feet.

STOLONIFERA. A hardy shrub with bright red branches in winter. Fragrant clusters of white flowers in June followed by white berries. 6 to 8 feet.

YELLOW DOGWOOD (Lutea var. flaviramea). Bright yellow bark in winter; particularly effective when planted with the red-branched Dogwood.

→ CORYLUS Americana

(American Hazelnut). Delicious nuts. Attractive and useful in naturalistic plantings. Very hardy.

DIERVILLA TRIFIDA

Hardy, spreading shrub. 3 feet high, glossy green foliage. Showy, small, yellow flowers in June. Grows best in humid sandy or peaty soil in sheltered locations.

DEUTZIA

LEMOINE. This variety is dwarf, attaining a height of 3 to 4 feet. It has spreading branches, bright green leaves, and handsome large white flowers in clusters in June.

ELDER - Sambucus

CANADENSIS (American Elder). A large shrub with ornamental foliage. White flowers borne in large panicles in June, followed by lasting reddish purple berries.

CUT-LEAF ELDER. One of the best cut-leaved shrubs. A valuable variety with finely divided leaves. Height 4 to 6 feet.

GOLDEN ELDER. The golden yellow beauty of its foliage contrasts with the green of other shrubs; large, flat, white flowers. A handsome shrub for contrast or massing. 6 to 8 feet.

PUBENS (American Red Elder). A fast growing, spreading shrub 8 to 12 feet tall. Flowers in May, bright red clusters of berries in July.

KERRIA - Jetbead

Large single white flowers, 1½ inches wide, in June; followed by clusters of shining jet-black fruits in the fall. Beautiful dark green foliage. 3 to 5 feet. See picture page 12.

FORSYTHIA - Golden Bell

In All Its Golden Splendor,
Gives Early Spring a Royal Welcome

See picture on page 7.

The yellow flowers of the Forsythia are the first reminders of spring, usually blooming in late April; sometimes before the snow is gone. They grow strong and vigorous with their many branches covered with bright yellow flowers.

OVATA. The newest, hardiest and prettiest Golden Bell. Grows in a compact oval bush. Magnificent sprays of bright yellow flowers in late April. 4 to 5 feet.

FORTUNE'S. A handsome form, with slightly drooping branches, growing from 5 to 7 feet. Semi-hardy.

INTERMEDIA. A larger and more erect variety of the above, growing from 6 to 8 feet. Hardy.

SPRING GLORY. The loveliest of the Golden Bells. Its large pale yellow flowers completely cover the branches in such masses that they literally bend with their weight.

SUSPENS (Weeping Forsythia). This is the drooping or weeping form, although some branches are a little upright. The flowers are gold, four-petaled, produced in clusters of one to three, sometimes more.

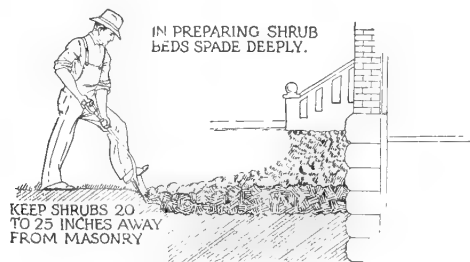
QUINCE - Cydonia

Japan Quince has double orange-scarlet flowers in early spring, before the foliage. Needs winter protection. 4 to 6 feet.

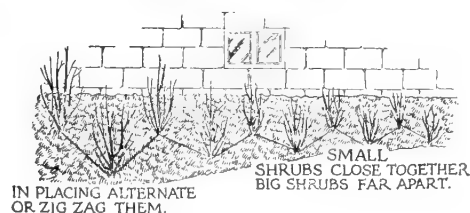


Hedge of Privet Amoor River North

How to Plant Shrubs



SPACING SHRUBS



PLANTING DISTANCES

Low shrubs 1½ to 2½ feet apart
Medium shrubs 3 to 4 feet apart
High shrubs 4 to 6 feet apart

PRIVET - Ligustrum

It is as a hedge plant that Privet is pre-eminent. It is the most extensively used of all hedging plants. Privet hedge may be kept at any height, short or tall, and regular shearing will preserve a perfectly even surface.

A single row of plants will make a good hedge; a fuller and more compact one can be made by planting two rows zig-zag with the plants at apexes of nine-inch (approx.) triangles. When set out, the plants should be cut back to a few inches. The next spring they can be cut back to 6 or 8 inches. This, repeated, will form a dense and widely branching growth. In this latitude in severe winters the tops may kill back but soon recover.

AMoor RIVER NORTH PRIVET. The hardiest of the Privets and the best of the hedging plants. Hardy foliage, glossy green holding its color well into the fall. Recommended for Southern Wisconsin.

REGEL'S PRIVET. A low, dense growing shrub 3 to 4 feet in height, with graceful horizontal branches. It has small flowers, followed by beautiful blue berries that last through the winter. A hardy and admirable shrub for most every purpose.

THE USES of HEDGES

Hedges play an important part in the development of a home. They can be used to enclose a property, giving it a sense of unity; to edge the sides of a lot forming a barrier to trespassing; to screen out unsightly views; or as a windbreak.

They can be grown trimmed or untrimmed. Usually the lower growing types of hedges are trimmed, while the taller kinds are left to grow natural.

The closer together the plants are planted, the sooner and the better hedge they form.

The following plants can be considered for hedge planting:

	Height of Hedge	Planting Distance
Alpine Currant	2 to 3'	1½ to 2'
Barberry: Thun. or Red	2'	1½ to 2'
Privet Amoor River North ..	2 to 4'	9 to 12"
Spirea Opulifolia Nana (Dwarf Ninebark)	2 to 4'	2'
Cotoneaster	3 to 4'	9 to 12"
Philadelphus Lemoine	3 to 5'	2 to 3'
Spirea Van Houttei	4 to 5'	2 to 3'
Viburnum Dentatum	4 to 6'	3'
Lilacs: Common and Persian ..	6 to 8'	3'
Honeysuckle: Upright form ..	7 to 10'	2 to 3'
Chinese Elm	10 to 20'	1 to 3'



Hydrangea Pee Gee

OUR
LANDSCAPE
ARCHITECTS
PLAN
"WITH you"
and
"FOR you"

HYDRANGEA

Gorgeous Summer and Fall Blooming Hydrangeas are Showy Favorites for the Landscape

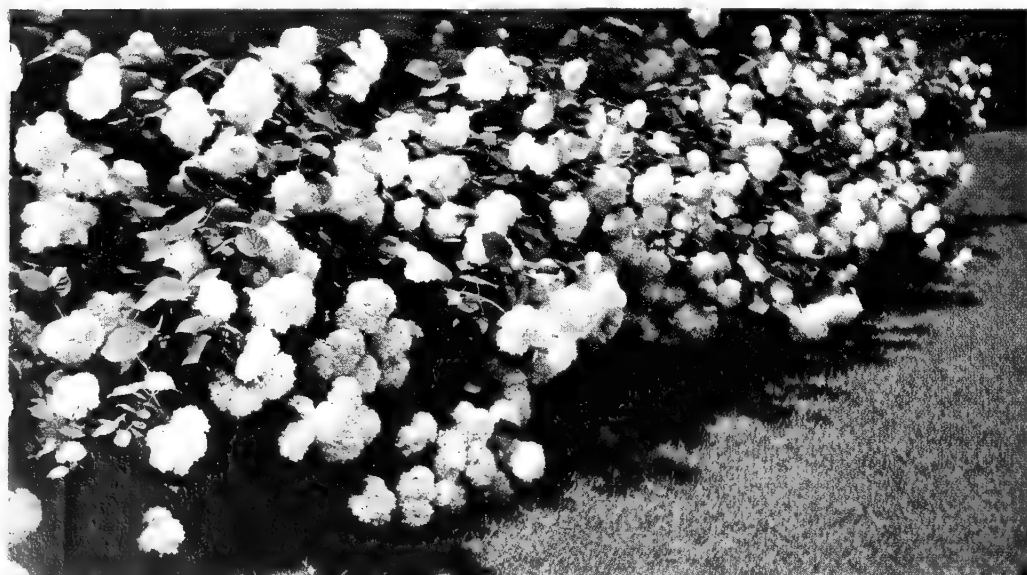
Grand, free-flowering shrubs with large panicles of showy flowers. They are admirably adapted for border planting, either as specimen plants or masses. Flourish best in moist, fertile soil.

ARBORESCENS GRANDIFLORA (Hills of Snow). It produces large clusters of white blooms. It is quite similar in appearance to a low-growing Snowball. Especially adapted for border plantings, and if placed in large masses it literally produces a sea of bloom in late summer and early fall. The bright green leaves add much to its decorative form. Prefers a moist fertile soil, with full or partial exposure to the sun. But it will even grow well in complete shade.

See picture below.

PEE GEE Bush Hydrangea (*Paniculata Grandiflora*). A magnificent landscape shrub. From August until late autumn the shapely plant is loaded with large, globe-shaped blooms, at first white, turning to a delicate tinge of pink at the first frost, then light bronze, lasting for several months. Very hardy, liking best a moist, sunny location; in beds or masses they make a glorious picture, while in foundation groups they are superb. 3 to 5 feet.

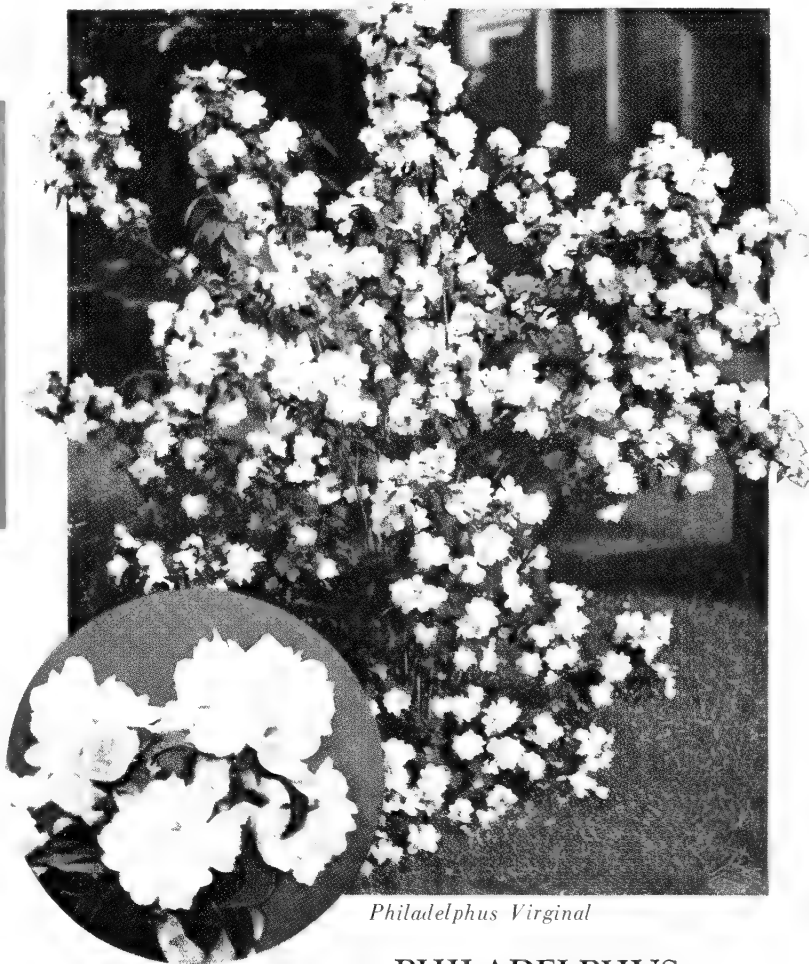
TREE HYDRANGEA, PEE GEE (*Paniculata Grandiflora*). A small, 5 to 6 ft. tree form of the *Paniculata*.



PHILADELPHUS - Syringa

Their Waxy White Blooms of Delicious Fragrance are a Joy to Every Planter

Also known as Mock Orange. Of vigorous habit, very hardy, with large, handsome foliage; the beautiful white flowers, produced in June, send forth a fragrance of orange blossoms. They merit a place in every collection of shrubbery.



Philadelphus Virginal

It's Not a Home
Until It's Planted

PHILADELPHUS

ATLAS (Giant Mock Orange). This giant flowered Mock Orange, with its pure white blooms as large as those of Dogwood, will be sensational in your garden. Hardy, of easy culture, grows most anywhere, good upright habit, and covered with immense blooms which slightly lack being 3 inches in diameter that are magnificent for cutting.

BOUQUET BLANC. This variety forms an upright, shapely bush with dark foliage. The double flowers come in clusters, are large, pure white and very sweetly scented. Hardy and a dependable bloomer. 5 to 6 feet.

CORONARIUS (Sweet Syringa). The old and well known Mock Orange. A graceful, upright bush with long branches. In June completely covered with showy, pure white flowers of a most delightful fragrance. 8 to 12 feet.

GRANDIFLORA (Large Flowered Syringa). Very showy, large flowers in June, usually borne in threes. Scentless. It is of rapid growth with reddish bark. 8 to 12 feet.

LEMOINE. A small shrub rarely attaining a height of more than 4 feet. Slender branches bear a profusion of flowers in June.

VIRGINAL. A magnificent new variety. The bush grows moderately tall, with good foliage. The flowers are the largest, handsomest, and most sweetly fragrant of any variety, with longest blooming season. Grows 6 to 8 feet. One of the best of the Philadelphia.

← *Hydrangea Arborescens*

LILAC - Syringa

Without the Beauty and Fragrance of the Lilacs Springtime Would be Robbed of Half Its Charm

Our Choice French Lilacs

The named varieties are much superior to the old type of Common Purple and White, and they bloom when plants are much younger. The blooms are extremely large, most of them double, colors varied and beautiful, and with a fragrance more delightful than you will find even in the old-fashioned Lilac. Grows 6 to 8 feet.

See picture page 12.

Dark Purple Shades

Ludwig Spaeth. Single. Long pointed clusters of rich magenta-purple, which stand out well above foliage and last a long time. Good bloomer. One of the best all-around Lilacs.

Reddish Purple Shades

Chas. X. Single. Compact clusters of medium size, of a good solid color. Free flowering. An old favorite.

Chas. Joly. Double. Reddish purple with silver reflex. Clusters somewhat open, of rather large size, held well above foliage. Good bloomer. A good old-time variety.

Congo. Single. Immense clusters of deep wine-red, turning to dull purple. One of the greatest and most popular of the reds.

President Roosevelt. Single. Buds claret-red, opening to violet-purple. An exceptionally heavy bloomer, with many medium size flower heads of 3 or 4 panicles, making an impressive bloom.

Pink Shades

Edouard Andre. Double. Several medium sized flowers in an open cluster. Rose-colored buds opening to silver-pink.

Katherine Havemeyer. Double. Large flowers. Rose-colored buds, opening to lavender-pink, flushed with mauve.

Jean Mace. Double. Prominent lavender buds, opening to silver-lilac. Early.

Lilac Shades

Hugo Koster. Single. Huge panicles of large lavender-pink buds opening to lilac.

Jacques Calot. Single. Large flowers, open clusters, purplish lilac to light pinkish lilac. Free flowering.

Michel Buchner. Double. Large, pure white buds opening into blue-lilac.

Bluish Shades

President Grevy. Double. Large beautiful flowers of a delicate soft blue.

President Lincoln. Single. Clear, almost Wedgwood-blue. Considered by some as the best blue Lilac. Early.

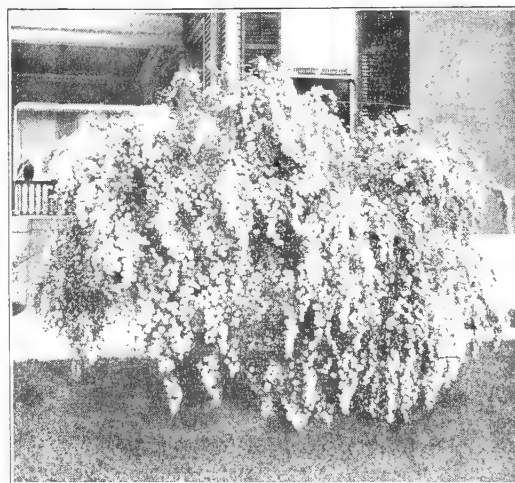
White Shades

Mme. Casimir Perier. Double. Large, pure white flowers in well filled clusters. Dependable, free blooming each year.

Mrs. Florent Stepmann. Single. Light yellow buds opening to pure white.

Ellen Willmott. Double. Large flowers, pure white. Generally rated as the best of the double whites.

Mme. Lemoine. Double. Large white flowers in narrow clusters.



Spirea Van Houttei

SPIREA

Most Universally Planted of All Shrubs

This family of shrubs offers a variety of form, size, color of blossom and foliage, as well as time of blossoming. The riotous luxuriance of bloom makes them most striking and beautiful. All the varieties are extremely hardy and easy to grow in almost any soil or situation.

ANTHONY WATERER. (A variety of Bumalda.) Red flowers in July in showy flat clusters, borne on strong, erect stems. If the blossoms are cut as they fade, Anthony Waterer will continue to blossom until frost. It is fine in front of larger shrubbery; it is very hardy, and will succeed in any soil. A very profuse bloomer. 2 to 3 feet.

ARGUTA (Garland Flower.) In early May its branches are completely covered with small white flowers. Bush is of a light open habit with small leaves. 3 to 4 feet.

BILLIARDI. Long plumes of soft pink blooms cover the plant in July and August. The bush itself grows compact and shapely. 4 to 5 feet high. It is very fine in the border. Will grow almost anywhere.

FROEBEL'S. Pink flowers. This variety is quite similar to Spirea Anthony Waterer but just a little more vigorous and slightly taller growing. An excellent suggestion for foundation plantings and for setting ahead of taller growing shrubs. Ultimate height 3 feet.

OPULIFOLIA (Ninebark Physocarpus). It bears large clusters of white flowers soon after the Bridal Wreath season. These are followed by reddish seed pods, which are very ornamental later in the summer. The bark peels in narrow strips like the Birch. Use in mass plantings for screens and backgrounds. Grows 5 to 8 feet.

OPULIFOLIA NANA (Dwarf Ninebark). A dwarf form of the ordinary Ninebark, growing 3 to 5 feet high. A compact, bushy shrub; makes excellent hedges.

SORBIFOLIA. Sometimes called Ash-Leaved Spirea for its handsome, fernlike foliage. In June and July the vigorous, branching bush is covered with lovely feathery panicles of creamy white blooms.

VAN HOUTTEI. "Bridal Wreath", as it is commonly called, is undoubtedly the most popular shrub we offer. About the time of Decoration Day the bush is a complete mass of white flowers, carried on long, graceful, drooping branches. It is a favorite shrub the country over—so hardy, so easy to grow, answering so many purposes. Used for foundation plantings, borders, or as trimmed or untrimmed hedges it serves nearly every purpose. Its foliage is attractive all through the season. Grows 4 to 6 feet high.

WITCH-HAZEL

VIRGINIANA. A native shrub growing 7 to 10 feet high, somewhat slow growing. It has small yellow flowers in October. Prefers shade or wet soils.

SUMAC - Rhus

Luxuriant foliage of a tropical effect. Splendid for fall color in the landscape. Grow well in almost all soils.

SMOOTH. An improved type of the common or wild Sumac. 6 to 8 feet.

STAGHORN. A taller growing and more tropical appearing form of the above. 8 to 10 feet.

CUT LEAVED. A cut-leaved or fern-leaved variety of the common Sumac.

FRAGRANT. A shrub type of Sumac differing from other varieties in that it has many branches coming up from the ground like ordinary shrubs. Has sweetly scented foliage which turns red in fall. A dwarf shrub, of a semi-spreading habit. 3 to 5 feet. Very good in native planting shrub borders and in poor soils.

TAMARIX

A slender branched shrub with feathery green foliage. It blooms in July with delicate sprays of pink flowers. Because the tops are likely to kill back a little during the winter it is well to cut the bush back in spring to 2 or 3 feet above the ground. After that it will make a rapid growth and blossom beautifully. Does well in sandy and poor soils.

AMURENSE. A variety with a light green foliage and pink flowers.

HISPIDA. A variety with bluish green foliage and carmine-pink flowers.



Viburnum Lantana

RUSSIAN OLIVE

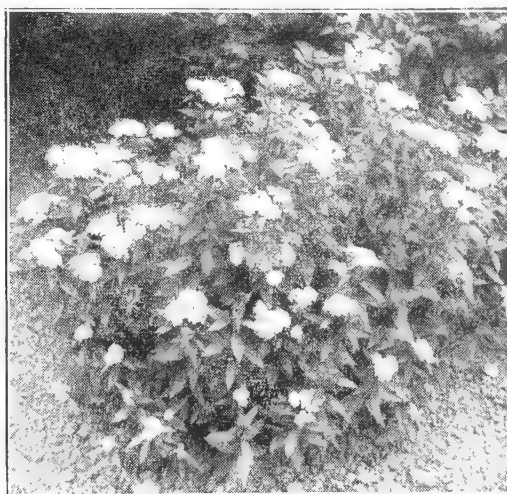
Oleaster Angustifolia

A very artistic, tall growing shrub or small tree. Splendid for specimen planting or to accent shrubbery groups. Its beautiful silvery gray foliage makes a most delightful contrast with the green of surrounding shrubs and trees. The flowers are small, yellow, and fragrant, blossoming in June. Hardy. Fine for screens. 10 to 15 feet.

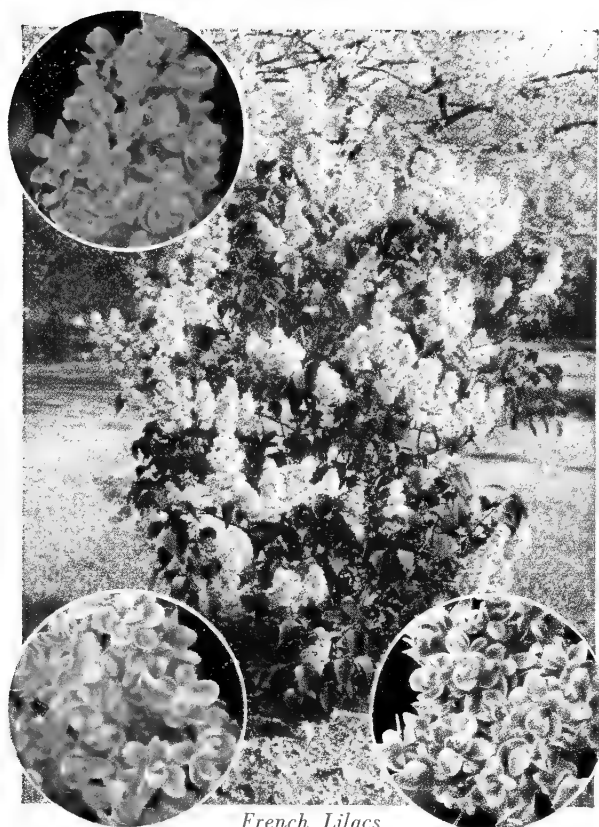
WEIGELA - Diervilla

ROSEA. A beautiful shrub, with showy, trumpet-shaped flowers of rose-pink, blooming in June and July. Of medium height with arching branches. It makes a broad bushy plant, with good foliage. Not absolutely hardy and does best if wrapped or protected for the winter. 4 to 6 feet.

VANICEKI. A new red Weigela much like Eva Rathke but much harder. The trumpet-shaped flowers are a brilliant ruby-red. The bush blooms heavily the early part of the summer and intermittently throughout the rest of the summer season. Bush is upright growing and has good green foliage. 3 to 5 feet.



Spirea Anthony Waterer



French Lilacs

LILAC - Syringa

COMMON PURPLE (*Vulgaris*). Easily the favorite of the old-time flowers, and because of their hardy, dependable nature and their exquisite blooms, they will always be popular. Grows 8 to 10 feet.

COMMON WHITE (*Alba*). White flowering form of the above.

VILLOSA (*Late Lilac*). Stout, warty branches carried almost upright, and dull green leaves give this variety a distinctive appearance. The pinkish flowers are borne in broad panicles 3 to 6 inches long. Two weeks later than other Lilacs.

PERSIAN. A distinct variety, different from the common Lilac in its smaller leaves and slender, upright branches. It grows 6 to 8 feet. The pinkish lavender flowers are borne in large, loose panicles, often a foot long. Usually in full bloom for Decoration Day. A very graceful shrub. See picture below.



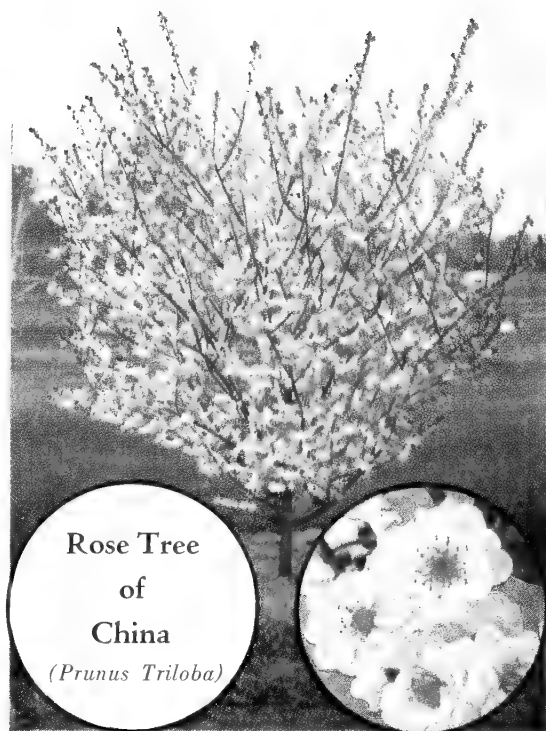
PRUNUS Flowering Plum

The Prunus as a class are hardy, blossom early in the spring, and adapt themselves to various soils, including dry and sandy locations.

Free PLANTING INSTRUCTION Book

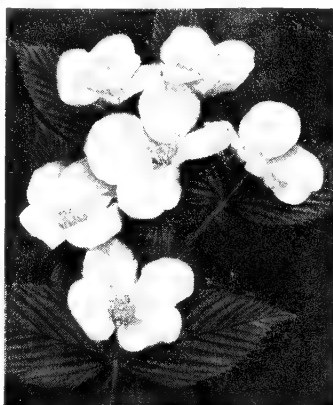
Is furnished with every nursery stock order that we ship out.

CONSULT US On Your Landscape Problem



Rose Tree of China

(*Prunus Triloba*)



White Kerria

PINK FLOWERING PLUM, Rose Tree of China (*Triloba*). One of the first shrubs to blossom in the spring. Beautiful, hardy, flowering Plum, covered with double pink flowers before the leaves come out. Blossoms 2 weeks before Lilacs and Bridal Wreath. One or more of these plants should be in every ornamental planting. 4 to 6 feet. Can be had in shrub or tree form.

NANKING CHERRY (*Tomentosa*). The first shrub to blossom in the spring, usually in early May. It blossoms with white flowers the entire length of the branches.

PRUNUS - Purple Leaf Plum

CISTENA. Hansen's Purple Leaved Plum. 5 to 6 feet. A dwarf variety with rich purple-red foliage. Bush form.

NEWPORT. A hardy small tree or shrub, with leaves and young twigs of rich reddish purple retained throughout the season. The pretty pink flowers in May make it doubly attractive. Offers a striking contrast to other green foliage plants in the shrub border. Plant in full sunlight. 8 to 12 feet.

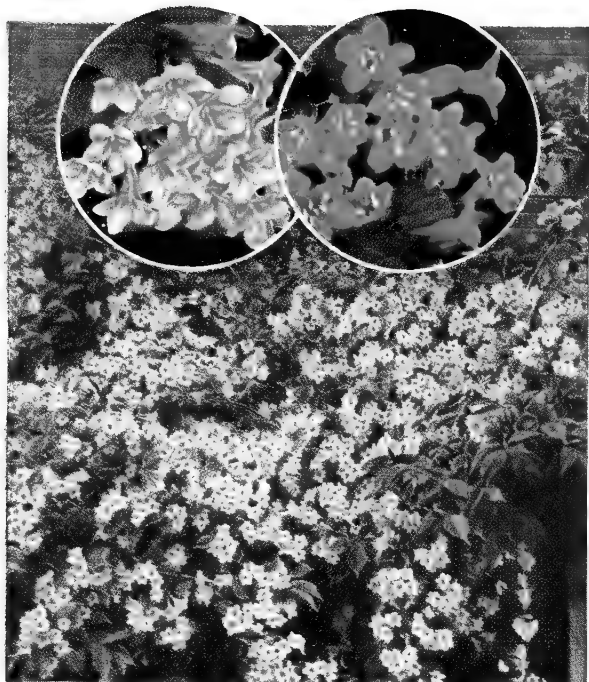
MINN. PURPLE PLUM. An improved type of Newport with redder leaves, and somewhat more dwarf in growth. 6 to 8 feet.

P L A N T A M E R I C A

Persian Lilac

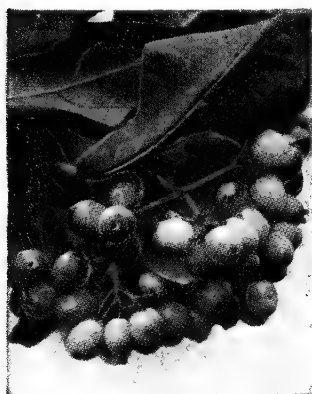


Purple Leaf Plum



Weigela, Rosea and Vaniceki

with clusters of clove-scented flowers in May; rose-pink in bud, opening up into a more delicate pink and paling to white. Its sweetness makes it a delight in any garden. Makes a broad round shrub of 3 to 4 feet in height. Not hardy in Northern Wisconsin.



Viburnum Dentatum Fruit



Viburnum Dentatum

VIBURNUM

Unsurpassed Fall Color—
Sturdy, Dependable and
Beautiful

This is a showy group of shrubs that grow from 6 to 10 feet high. They have lavish flat-topped white flowers in June, followed by colorful berries in the late summer and fall; these usually remain through the winter. In the fall the foliage takes on all the autumnal hues of our native landscape. Ideal for mass planting. Do well in shade and are particularly hardy. Prefer a loam or clay soil.

AMERICAN HIGH BUSH CRANBERRY.

(Americana). Large bunches of shiny scarlet berries in the fall and winter are a distinguishing feature of this ornamental plant. The foliage changes to a beautiful red in the fall. In June the bright green foliage sets off so well the white flowers. A fine tall shrub for landscape use, of open habit, growing 7 to 10 feet high.

CARLESI (Fragrant Viburnum). A fine new shrub



American High Bush Cranberry

DENTATUM (Arrowwood). Flat white flowers in June, followed by blue-black berries in fall. Foliage brilliant in autumn. Bushy upright shrub, 8 to 10 feet. (See picture below).

LANTANA (Wayfaring Tree). Handsome dark green wrinkled leaves contrasting with white flowers. Berries red in August, turning blue-black in fall. Retains its foliage late, with excellent fall color. Grows 8 to 10 feet. Does well in shade and reasonably well in dry and poor soils. See picture page 11.

LENTAGO (Nannyberry; Sheepberry). Glossy green leaves with gorgeous fall coloring. Fragrant white flowers. Black berries for the winter. 9 to 12 feet.

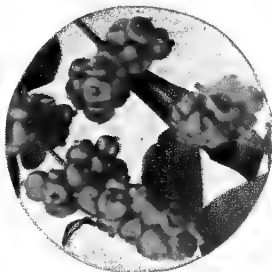
MOLLE. Similar in foliage, flower and fruit to Dentatum but does not grow so large. 6 to 8 feet.

PRUNIFOLIUM (Blackhaw). White flower clusters in May, followed by blue-black fruit in fall. Foliage is glossy green. It is a well shaped, slow growing shrub attaining 8 to 10 feet.

PUBESCENS (Downy Viburnum). A dwarf variety, similar in flower and fruit to Dentatum, but only grows 4 to 6 feet high. Bushy, with slender, upright branches, and smaller leaves.

SNOWBALL (Common).

The old-fashioned variety. Its large balls of white flowers are usually out for Decoration day. 6 to 8 feet.



Red Snowberry

**It's Not a
HOME
Until It's
PLANTED**

Snowberry ➡

SNOWBERRY - Symphoricarpos

Their Berries are a Delightful Part of the Fall Landscape

SNOWBERRY (Racemosus). Tiny rose-colored flowers in June and July, followed by large, clustered, milk-white fruits which are most attractive, remaining far into winter. The bush itself is compact in form, semi-dwarf in habit, and grows well in shade or sunlight. 3 to 4 feet.

RED SNOWBERRY, Coralberry, Indian Currant (Vulgaris). Quite like the White Snowberry except that its fruits are red, and cluster in thick ropes along the weighted-down stems. The foliage is distinct in its fineness, and with the White Snowberry, is appropriate for border planting. Dwarf in form, growing from 3 to 4 feet high.

CHENAULT'S RED SNOWBERRY. An improved form of Red Snowberry (Coralberry). A beautiful shrub that grows about 3 feet high. It is covered with lacy foliage and beautiful pinkish red ropes of berries that stay on from summer until late fall.



White Snowberry



Low Growing Shrubs	Time to Bloom	Color of Flowers, etc.	Shade or Sun	Landscape Value	Hardiness (See below)	Remarks
Spirea A. Waterer	June-July	Pink	Sun	Foundation planting, hedge or border	H	Very good garden shrub.
Barberry, Red Leaf	May	Small, yellow	Sun		H	Red berries all winter.
Barberry, Thunbergi	May	Small, yellow	Either		VH	Red berries all winter.
Spirea Froebeli	June	Pale pink	Either		VH	Good all-purpose landscape shrub.
Alpine Currant	July	Inconspicuous	Shade	Hedge or border	VH	Grows in poorest soils.
Privet, Regel's		Small, white	Either		SH	Very good foliage plant.
Hydrangea Arborescens		Large, white	Either		VH	Good all-purpose landscape shrub
Hydrangea P. G.		Pinkish white	Sun		VH	
Rose, Grootendorst	All summer	Red (cluster)	Sun	Foundation planting or border	H	Adds summer color to border.
Euonymus alatus compacta	Mid-May	Db. pink, white	Either		VH	Beautiful fall coloring.
Almond		Small white	Sun		SH	Flowers before leaves.
Spirea Arguta		Small white	Sun		SH	Fine texture foliage.
Snowberry	June-Aug.	Small pink	Shade		VH	White waxy berries for winter.
Spirea opulifolia nana	June	White	Either	Trimmed or untrimmed hedge	VH	Grows in poor soils.
Privet, Amoor River North	July	Inconspicuous white	Either		SH	A popular hedge.
Cotoneaster	May	Inconspicuous pink	Either		VH	Use where Privet is not hardy.
Cornus paniculata	June	White	Either		VH	Good fall color.
Weigela Vaniceki	All summer	Red	Sun	Foundation, border	H	Beautiful flowering shrub.
Medium Height Growing Shrubs						
Rose, Hansa	June-Aug.	Db. deep red	Sun	Foundation, hedge, Mass or border	VH	Good landscape plants; disease resistant; cut back in spring. For naturalistic plantings.
Rosa Rugosa	June-July	Sgl. pink, white	Sun		VH	
Rosa Setigera	July	Pink (single)	Sun		H	
Spirea Billardi	July	Pink (spikes)	Sun		VH	
Philadelphus, Lemoine	June	White	Either	Foundation	VH	Very good foliage plant.
Viburnum Carlesi	May-June	Pinkish white	Sun		H	Very fragrant flower.
Weigela Rosea	June	Pink	Either		SH	Beautiful flowers.
Euonymus alatus		Berries for winter	Either		VH	Foliage turns red in fall.
Philadelphus, Virginal	June-Sept.	White (fragrant)	Sun	Foundation	H	One of the best Mock Oranges.
Spirea Van Houttei	May-June	White sprays	Either		VH	Graceful, arching shrub.
Rosa Hugonis	June	Golden yellow	Sun		H	Colorful in bloom.
Kerria	June	Sgl. white	Either		H	Good foliage plant.
Prunus triloba	Mid-May	Db. pink	Sun	Mass or border	H	Blossoms before leaves in spring.
Philadelphus, Bouquet Blanc	June-July	Db. white	Sun		VH	One of the nicest Mock Oranges.
Beauty Bush	May-June	Pink	Sun		H	Very colorful in bloom.
Honeysuckle, Morrow's	June	Small yellow	Either		VH	Grows in poor soils.
Dogwoods: Red, Yellow	June	White	Either	Border or mass	VH	Branches color toward spring.
Prunus Tomentosa	Early May	White	Sun		H	Blossoms before leaves in spring.
High Growing Shrubs						
Honeysuckle: Red	May	Red	Either	Border		
Spirea opulifolia	June	White	Either			
Viburnum, Most Varieties	June	White	Either			
Forsythias	Early May	Yellow	Sun			
Elder, Golden	June	White	Sun	Mass or Background		
Lilacs, French	June	Various colors	Sun			
Lilac, Persian	June	Lavender-pink	Sun			
Lilac, Villosa	July	Pale pink	Sun			
Lilac, Common	June	Lavender, white	Sun	Specimen: Foundation, Border or Background		
Philadelphus, Cor., Grand.	June	White (fragrant)	Sun			
Honeysuckle: Pink, White	May	Pink, white	Either			
Thorn, Crus Galli	May	White	Either			
Buckthorn		Black berries for winter	Either	Specimen, etc. Screen, hedge		
Sumac		Scarlet foliage in fall	Either			
Russian Olive	June		Sun	Background		
Prunus, Newport	May	Pink	Sun			
Thorns: Most Varieties	May	White	Either			
Crabs: Flowering	May	White	Sun			

Table of Flowering Shrubs; Their Characteristics

Shrubs listed in order of ultimate growing height, the lowest growers at top, progressing to the high growing ones at bottom.

The above shrub table, with the accompanying landscape plan of an average small city lot, will make it very easy to plan your own landscape planting.

The plan shown to the right is an effective planting made up of high, medium and low growing shrubs. The taller shrubs for screening, backgrounds, hiding undesirable objects, or for emphasis about the house. The medium sized shrubs help to give an irregular naturalistic appearance to the top line of the border planting. Used about the house they enhance its architecture and hide its defects. The low growers finish off the general appearance of the property by blending the foliage of the taller shrubs into the green grass of the lawn. Likewise, they finish off the foundation planting and the edges of the lawn.

The shrub table presented above will help you to select the most appropriate shrubs to carry out the above idea. It gives the time and color of bloom, whether they grow best in sun or shade, general use and other characteristics.

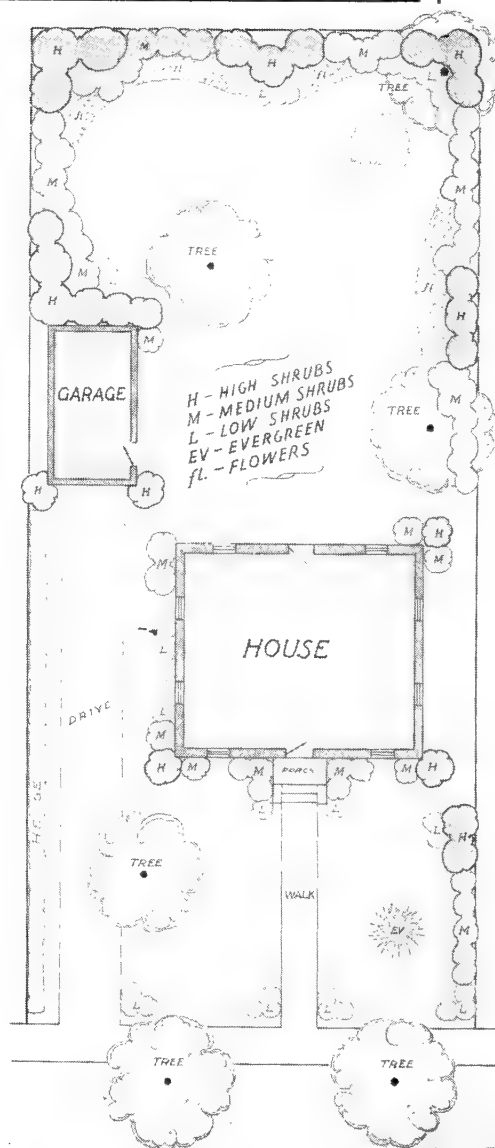
HARDINESS

VH—Very hardy, anywhere in Wisconsin.

H—Hardy in central and southern Wis.

SH—Semi-hardy, for southern Wis. only.

The landscape plan of a small city lot, shown at right, and the shrub table above are presented as helpful aids to you in the arrangement of your own planting plans. Study them carefully.



"IT'S NOT A HOME UNTIL IT'S PLANTED"



THIS CATALOG will Help You Improve Your Home Grounds

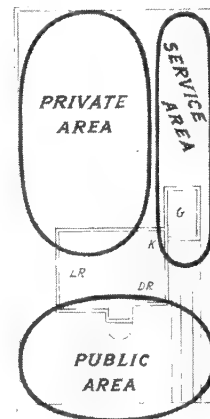
The purpose of this page is to suggest a few of the fundamental characteristics of the modern landscape design. As fashions change in other arts, so do styles change in landscaping. The landscape plan that you might design yourself, or the plan on which our representative might lend his assistance, logically would divide the property to be landscaped into three areas; referred to usually as the **public**, the **private** and the **service area**.

PUBLIC AREA

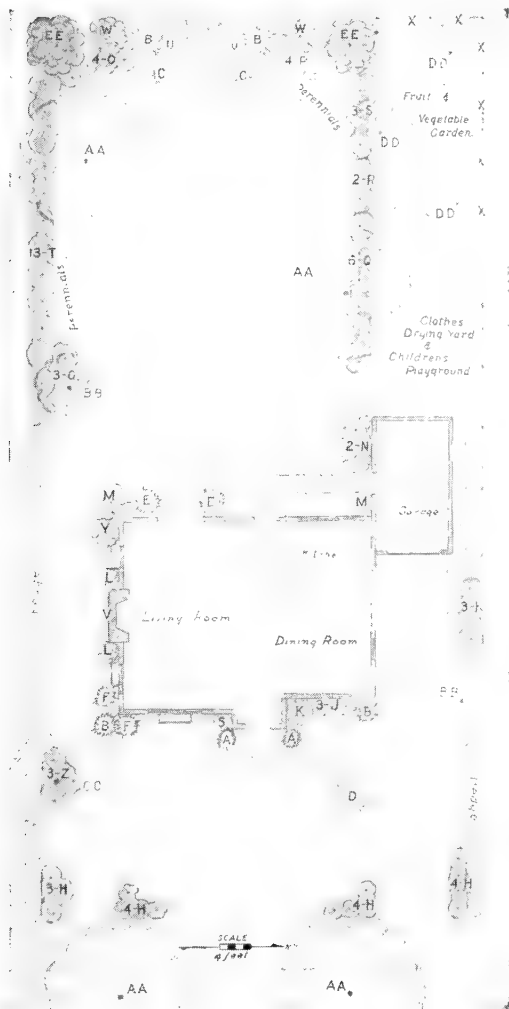
The landscaping of the public area deals with that part of the property ordinarily in front of the house, and open to public view. The simplest, and usually the most artistic planting for this part of the grounds, is a foundation planting of shrubs or evergreens about the house. Its purpose is to dress up the home most effectively for passers-by. Of course, a few shade trees are necessary for street and lawn planting.

SERVICE AREA

The planning and planting of the service area are concerned with the location of the walks and drives, the garage, clothes drying area, the vegetable garden, children's playground and similar spaces. Walks and drives will be arranged most advantageously so that the lawn will not be disfigured. Good vistas should be studied. The plan will call for the most effective use of every square foot of ground.



The Plot Plan



KEY

- A—Pyramidal Arbor-Vitae
- B—American Arbor-Vitae
- C—Globe Arbor-Vitae
- D—Blue Spruce
- E—Juniper Dundee
- F—Juniper Pfitzeriana
- G—Snowberry
- H—Barberry, Red Leaf
- J—Spirea, Anthony Waterer
- K—Spirea Van Houttei
- L—Euonymus Alatus
- M—Philadelphus, Virginal
- N—Philadelphus Coronarius
- O—Hydrangea Arborescens
- P—Hansa Rose
- Q—Viburnum Americanum
- R—Viburnum Lantana
- S—Viburnum Dentatum
- T—Persian Lilac
- U—Trumpet Vine
- V—Ivy
- W—Honeysuckle, Pink. Tar.
- X—Grape (Tame)
- Y—Prunus Triloba
- Z—Honeysuckle, Morrowi
- AA—Grafted Elm
- BB—Mountain Ash
- CC—Flowering Crab
- DD—Fruit Trees
- EE—Bolleana Poplar

The Landscape Plan

PRIVATE AREA

The old back yard has become a living room outdoors. In the old days the back yard too frequently was merely a dumping ground, unadorned and, for the most part, neglected. Today, however, the private area can become an extension of the indoor living room, out-of-doors. It is the home owner's solution to the problem of how to make his property more valuable and how to get the most enjoyment from it. All members of the family can spend countless hours of pleasure and relaxation in the outdoor living room. It will probably be enclosed with a hedge or an informal border of shrubs. Unsightly views in the surroundings may be screened-out with larger shrubs and trees. Comfortable shade, welcome spring blossoms and delicious fruit will be provided. Finally the turf will add the green carpet, and the blue sky the ceiling for one of the most valuable assets of the well planted home.

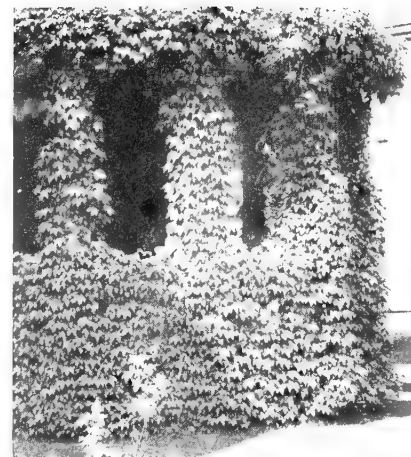
An Aerial View

McKAY'S Hardy Climbing Vines



Engelmann Ivy

Vines are the lace and frills of Nature's dress. They beautify barren walls and fences; they soften the hard architecture of buildings. They will quickly drape themselves over a trellis or arbor, providing beauty of leaf and flower as well as cooling and refreshing shade.



Boston Ivy

IVY - Ampelopsis

ENGELMANN Ivy. Shorter jointed and having finer foliage than Quincefolia. Clings to brick or stone. A good grower and hardy. The best for the North and Northwest.

BOSTON Ivy (Veitchi). A splendid vine for covering any object, as it clings perfectly to the smoothest surfaces. The foliage is a bright glossy green, changing to bright tints of scarlet, crimson, and orange in the fall. Kills back some in cold, severe winters.

CLEMATIS

This family of plants is noted for its rapid, slender growth, delicate foliage and profusion of bloom through the summer. They do best in rich soil, and where they can have plenty of sun. We feature a few of the best. Give winter protection in this section.

Small Flowering Type Blooming June and July

JACKMANI. Flowers are large, intense violet-purple. Remarkable for its velvety richness. It is a free grower and an abundant bloomer. The petals have a ribbed bar down the center; broad central tuft of pale green stamens.

MADAME EDOUARD ANDRE. Flowers a beautiful, bright, velvety red.

HENRYI. A robust plant and free bloomer. Flowers large, creamy white.

Small Flowering Type Blooming in September

PANICULATA, Sweet Autumn Clematis. One of the most desirable and beautiful hardy garden vines, being a luxuriant grower and profuse bloomer, and possessing fine foliage; particularly useful for covering porches, arbors, trellises, and fences. Flowers are white, medium size, star-shaped, and very fragrant.



Clematis Jackmani—a charming sight when covered with its purple flowers

MATRIMONY VINE

Bushy, rapid growing vine, especially desirable for covering unsightly banks. It has inconspicuous purple blossoms in June, followed by enormous quantities of brilliant red berries in the fall that hang into the winter. Hardy.

SILVER LACE VINE

A beautiful vine covered with a foamy spray of delicate white flowers which appear late in the summer and usually last until frost. A strong grower. Hardy and satisfactory if covered—but if not covered will winter-kill. Cut off in fall to 12 inches above ground and cover with hay or leaves.

TRUMPET VINE

TRUMPET CREEPER (Radicans). A vigorous, woody vine, with large 3-inch orange flowers in August. Fancy cut leaves. It is a native of this section; easy to establish and grows luxuriantly. This popular vine is an old favorite. Valuable for covering any kind of shelter or rustic work. Perfectly hardy.

WISTARIA

CHINESE PURPLE WISTARIA (Sinensis). A rapid growing twining vine, attaining large size. Has long, pendulous clusters (like bunches of Grapes), of pale blue flowers in June. Our plants are grafted from blooming wood; such plants blossom sooner than plants not grafted.

BITTERSWEET

Grow your own winter bouquet of Bittersweet right in your own back yard; over a back fence or an arbor. This vine makes a fine decoration for the summer house if given a little help in climbing up. It is a native twining plant. Grows 10 to 12 feet in a season.



Euonymus Radicans

HONEYSUCKLE, Climbing

FLAME, Everblooming Honeysuckle (Heckrotti).

A new variety of vine Honeysuckle blooming continuously from June until frost. Flowers trumpet-shaped, flame-red outside and golden yellow inside. Delightfully fragrant; especially evenings. A superlative variety; beautiful and hardy. May be grown as vine, shrub, hedge or ground cover.

SCARLET TRUMPET (Sempervirens). Flowers deep red, trumpet-shaped; flowers all summer; a native climber and appropriate for trellises and rockwork. One of the handsomest.

BETA GRAPE

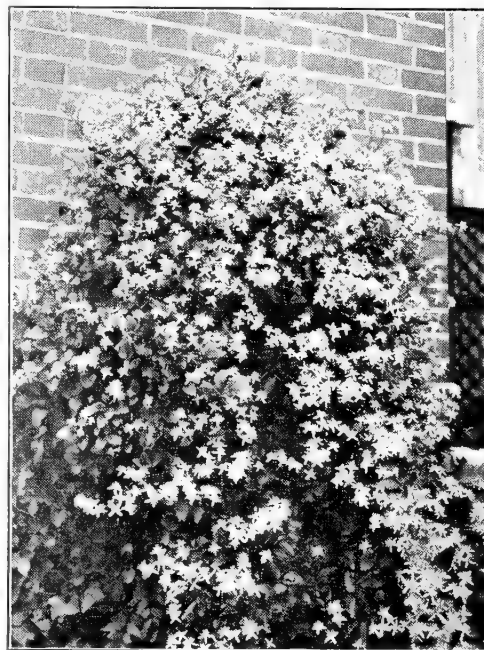
Very hardy, fast growing vine. Ideal for arbors, fences or over a building. Cross between wild Grape and Concord. Fruit black, nearly as large as Concord. Good for jelly and juice.

EUONYMUS RADICANS

Evergreen Bittersweet

A slow growing, climbing, evergreen vine; with clinging tendrils that stick to any masonry or wall surface. Has small round leathery evergreen leaves. Sometimes called a broadleaf evergreen. Can be used as a vine, ground cover, or bush. Greenish white flowers and a profusion of orange-red berries in the fall and winter. Grows well in sun or partial shade. Should be protected lightly for winter.

← See picture.



Clematis Paniculata

PLANT BIG TREES



*This Blue Spruce will provide color and interest throughout the year
Moving Large Trees in Winter is Our Business.*



*This Beautiful Tree is Going to a Customer's Property, Where
Its Shade Will Be Enjoyed the First Summer.*

You need not wait for results when you plant our large specimen trees. These large trees bring immediate beauty and shade to your yard.

Save Years of Waiting
We have hundreds of large trees in various sizes that can be moved within a reasonable distance of our nursery at Waterloo, Wis.

See these big trees at our nursery and select the ones that please you. With our modern tree moving equipment and experienced men we guarantee to move them safely.

PEONIES

Fine hardy plants, rivaling the Rose in perfection of bloom and coloring. Require little care as they thrive and do well in any soil. They can be planted in the fall or in the spring.

In descriptions below the season of bloom is indicated by "early," "midseason" or "late."

Consult Us on Your Landscape Problem

Free PLANTING INSTRUCTION Book—is furnished with every order of nursery stock that we ship out.



Festiva Maxima
PINK

Edulis Superba. Dark pink. A round ball of flower petals sitting on a saucer of large guard petals. Very early; fragrant. Called the Decoration Day Peony.

Kelway's Glorious. Slightly tinted pink bud opening into very large blossoms of iridescent white. One of the finest Peonies. Late midseason.

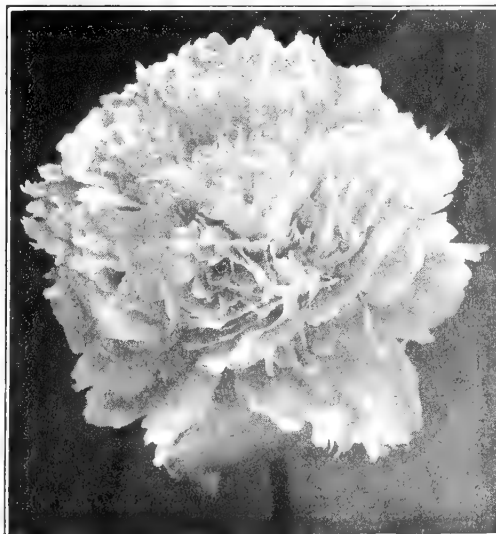
Martha Bulloch. Deep rose-pink centers shading to silvery shell-pink in the outer petals. Mammoth double blossoms, often 9 to 12 inches across. Stalks strong and erect. Late midseason.

Mons. Jules Elie. Flesh-pink, shading to lilac at base of petals, while the tips of petals are overlaid with a sheen of silver. Enormous, large full flowers, resembling Chrysanthemums. Early; pleasing fragrance. A very highly rated Peony.

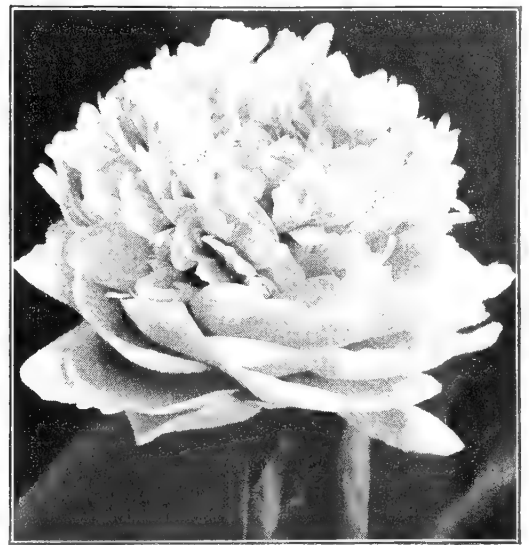
Reine Hortense. Rose-pink with crisp, fluffy petals of translucent texture, notched and silvered at the tips and occasionally flecked with crimson in the center. Very large and very double flowers on long, stiff stems. Midseason.

Sarah Bernhardt. Apple-blossom-pink, with each petal silver-tipped. Large, semi-rose type; late; pleasing fragrance. A good grower and a prolific bloomer.

Therese. Satiny pink, with a glossy reflex. Enormous flowers of the Chrysanthemum type. Midseason; delightfully fragrant. Sometimes called the world's best Peony.



Mons. Jules Elie



Karl Rosefield
RED

American Beauty. Medium red, very double; late; fragrant. A strong grower.

Felix Crousse. Brilliant red; large ball-shaped flowers; late midseason; fragrant. A popular red.

General McMahon. Large, double carmine-red. Midseason.

Karl Rosefield. Clear crimson-red; large rose type flowers; early midseason. Excellent bloomer.

Longfellow. A popular red Peony, because of its fadeless, bright crimson color and general dependability, both for cutting and garden decoration. Strong, stiff stems. Early midseason.

WHITE

Alsace Lorraine. Pure white tinted with cream and buff in the center. Large flowers on long, stiff stems. Midseason.

Baroness Schroeder. A soft pink, fading to a milk-white as it opens. Large full flowers of good substance. Late midseason. Fragrant.

Festiva Maxima. Pure white with a fleck of crimson in the center. Large globular flowers of rose type, in fact with a Rose fragrance; early. An old standby and the best early white.

Frances Willard. Blush-white with an occasional carmine touch changing to pure white. One of the world's most beautiful Peonies.

Jubilee. Very large ivory-white. A beautiful flower with long, narrow petals loosely arranged, producing a very attractive feathery effect. Midseason.

McKAY'S Famous Evergreens

McKay's Evergreens represent the best strains of trees, properly grown and trimmed, transplanted and cultivated to insure a well formed top and a healthy root system.

Specializing over a period of many years in the growing of specimen evergreens, we offer the largest and most complete selection to be found anywhere in the Northwest. McKay's Famous Evergreens are adapted to practically every home beautification need. An unusually wide choice is offered in form, color and texture of the foliage. Our assistance in arranging your planting plans is available without cost.

Each variety is described from the standpoint of its habits. As to height, we have adopted broad classifications (right), which will guide you in judging the comparative size of species listed:

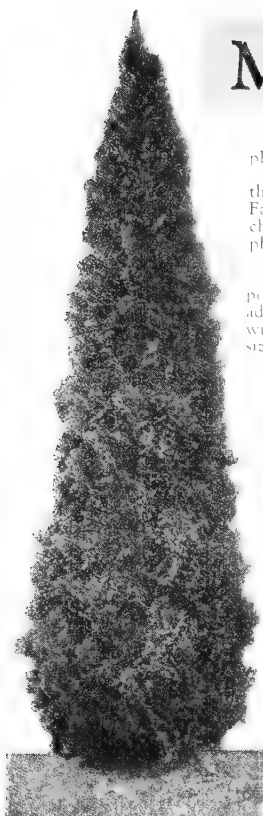
Sm. Trees commonly less than 10 feet at maturity.

Med. Trees usually from 10 to 50 feet at maturity.

Lg. Trees usually growing to a height of 50 feet or more at maturity.

ARBOR-VITAE - Thuya

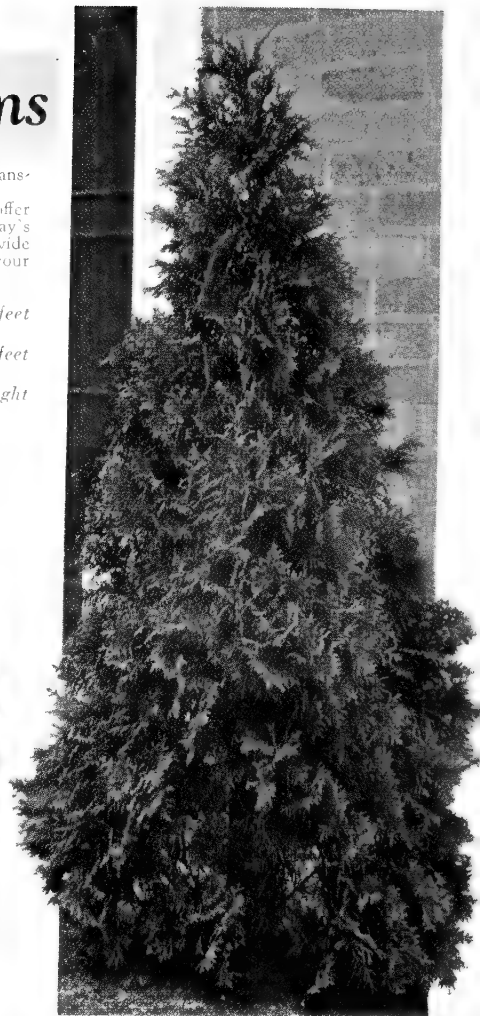
The Arbor-Vitae family, also called the White Cedar, is identified by its flat sprays of scale-like leaves, as contrasted with a strictly needle type of leaf, which is found on the other varieties of evergreens grown here in the northern states. The foliage is of a beautiful rich green color. They will grow in any good moist soil. They can be held to size because they all stand shearing well, lending themselves to the average small property planting.



Pyramidal Arbor-Vitae



Globe Arbor-Vitae



American Arbor-Vitae



Savin Juniper

AMERICAN ARBOR-VITAE (*Occidentalis*).

Med. The best known of the genus. Usually grows bushy at the bottom, tapering into a cone toward the top. It is most used as a low trimmed evergreen hedge, although it also makes a good untrimmed hedge, growing to a height of 15 to 20 feet. Useful for foundation plantings. **See picture.**

GLOBE ARBOR-VITAE (*Globosa*). *Sm.* Of dense, dwarf habit, globular in outline; requires no shearing and always in good form. **See picture above.**

PYRAMIDAL ARBOR-VITAE

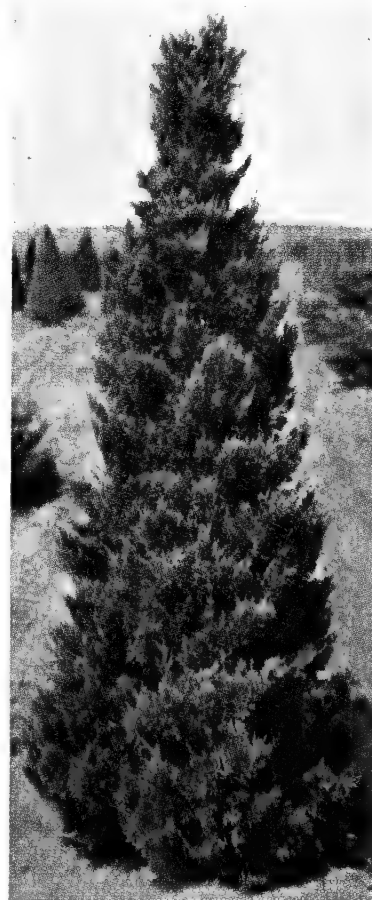
(*Pyramidalis*). *Med.* The Pyramidal Arbor-Vitae is one of the most beautiful columnar types of evergreens. Because of its rapid growth, its good green color and the fact that it lends itself to shearing (thus keeping it at any desired size), it is one of the most useful of the pyramidal form trees. It can be used on either side of the entrance or in other places where narrow, tall effects are desired. **See picture above.**

SIBERIAN ARBOR-VITAE (*Warcana*).

Sm. Forms a dense and somewhat globular body of very symmetrical appearance. Somewhat harder than the Globe Arbor-Vitae.



Sargentii Juniper



Cannarti Juniper

It's Not a Home Until It's Planted

Left—
Douglas
Fir

Right—
Andorra
Juniper



JUNIPER - Juniperus

The Junipers form one of the most important groups of evergreens for landscape planting. The pyramidal and upright forms make beautiful specimens for entrance and group plantings where you need architectural emphasis. The spreading forms are very good for foundation plantings and edgings for the taller trees. The prostrate forms are used for ground covers and rock gardens. As a family they are effective in all landscape plantings because of their variation in form and color tints. They are extremely hardy and of rapid growth. Prefer a sunny situation and do well in all the sandy and drier soils of the region.

FIR - Abies

BALSAM FIR. Medium to large. Attractive tree, typically pyramid and of medium spread. Prefers a moist, cool location. It has characteristic shiny, bright green, fragrant needles.

DOUGLAS FIR. Lg. A beautiful, tall growing, conical form tree, with spreading horizontal branches, quite flexible. Needles are 1 inch long, of a soft bluish green color. A rapid growing tree, valuable for its hardiness and adaptability to many situations. It thrives well in almost any location. A native of the Rocky Mountains.

See picture above.

CONCOLOR FIR (White Silver). Lg. The showiest of the Firs. A beautiful picturesque species from Colorado, with long thick needles, varying from a light green to a soft blue. A good specimen tree for the lawn, or for color contrasts in groups of trees of darker colors.

ANDORRA (Communis depressa plumosa). Sm. A new low growing, spreading, dwarf evergreen of graceful form and most distinctive coloring; a beautiful silvery green in the spring, turning to a silvery purple or plum color in the fall. It grows about 8 to 12 inches tall and has a spread of 3 or 4 feet when fully developed. Stands pruning.

See picture above.

COMMUNIS, Vase Shape. Sm. A horticultural selection of the Juniper Communis, growing more erect and vase-shaped. It has an attractive grayish green color with sharp prickly needles. Rapid grower. Semi-dwarf.

(Junipers continued on page 20)

CANNART (Cannarti). Med. One of the leading varieties of Junipers, having a rich green, tufted foliage. It holds its color throughout the winter. An irregular, upright grower, which, if trimmed, can be made very compact and dense, and kept at any size wanted. Some trees bear a heavy crop of blue and silver-colored Juniper berries (which hang well into the fall and are relished by some birds). A medium sized tree, growing to 8 or 10 feet.

See picture on page 18.

HEMLOCK - Tsuga

HEMLOCK. Med. One of the evergreens for planting in shady places, and where it has a little protection from the wind. It likes the north side of a building and plenty of moisture. A graceful tree with loose open growth, slender and drooping branches.

Left -
Pfitzer's
Juniper

Splendid
Evergreens
for
Foundation
Planting

Right—
Dundee
Juniper



JUNIPER—Continued

COLUMNARIS (*Chinensis Pyramidalis*). Med. A distinct, narrow columnar tree with a decorative blue-green foliage, retaining its color well into winter. Needles are sharp and swordlike, of a glaucous blue-green color.

DUNDEE. Med. A new variety, valuable because of its compact, pyramidal growth. During the summer it has a grayish green color, turning to a plum shade during the winter months. This unusual winter color makes the tree particularly attractive. Attains a height of about 15 feet.
See picture on page 19.

GLAUCA. Med. This variety is unique because the entire young growth is of a silvery blue, which changes to beautiful bluish green in winter. It never grows very large, not over 8 or 10 feet, and it can be kept even smaller if desired.

PFITZER'S (*Pfitzeriana*). Sm. The finest of all evergreens for foundation and border plantings. Its great popularity is due to the fact that it adapts itself to a great variety of soils and is one of the few evergreens that will tolerate some shade. As to appearance, it is very graceful. Its low, irregular form appeals to most lovers of evergreens. Color is dark green with a grayish overcast. Grows to 2 feet high and up to 6 or 7 feet in diameter; although, like all the other Junipers, it can be sheared once a year and kept to any size desired. It is ideal for foundation planting, foreground of evergreen groups or rockeries.
See picture on page 19.

BLUE PFITZER'S (*Juniper Glauca Hetzi*). Sm. The outstanding evergreen introduction in recent years. Like its parent, Pfitzer's, it has a spreading habit but instead of green foliage, this has a silver-blue foliage that attracts attention. Used in foundation planting, it will add color variety to the landscape picture. It can be sheared and kept at any size. Perfectly hardy.

SARGENT. Sm. Foliage is bright green when it first comes out, changing to bluish cast as the season advances. It only grows a few inches tall and makes a mat 3 to 4 feet across when fully developed. An extremely hardy type which will do well in poor soil.
See picture on page 18.

MEYER'S. Sm. An irregular upright growing type of Juniper, rarely over 3 feet high. The leaves are pointed, prickly and of a bright shining blue and pink color. Excellent in a rock garden.

SAVIN (*Sabina*). Sm. Of dwarf, spreading growth. Hardy and thrives well on poor soil; a favorite for rockwork.
See picture on page 18.

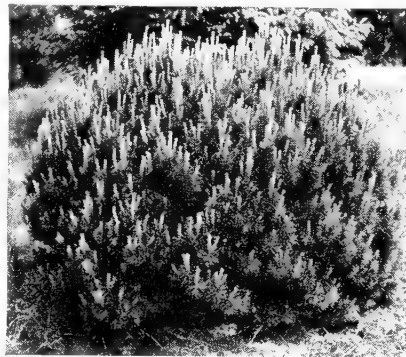
SILVER (*Scopulorum*). Med. A native of Colorado. The trees are silver colored, of irregular, upright growth, with fine foliage. It retains its inner foliage.

STRICTA. Sm. This variety has a fine silvery green color and grows conical in silhouette, tapering from the ground to a sharp point at the top. Its growth is compact and very slow, which makes it an ideal plant for foundation and rock garden planting. Use in southern Wisconsin and Illinois only.

VIRGINIANA (*Red Cedar*). Med. Probably the best known species of this whole family. The Red Cedar is native throughout Wisconsin and the entire Northwest. It does well in dry and exposed locations, and is admirably adapted to windbreak planting; exceedingly valuable in mixed plantings. 15 to 20 feet.
See picture. →



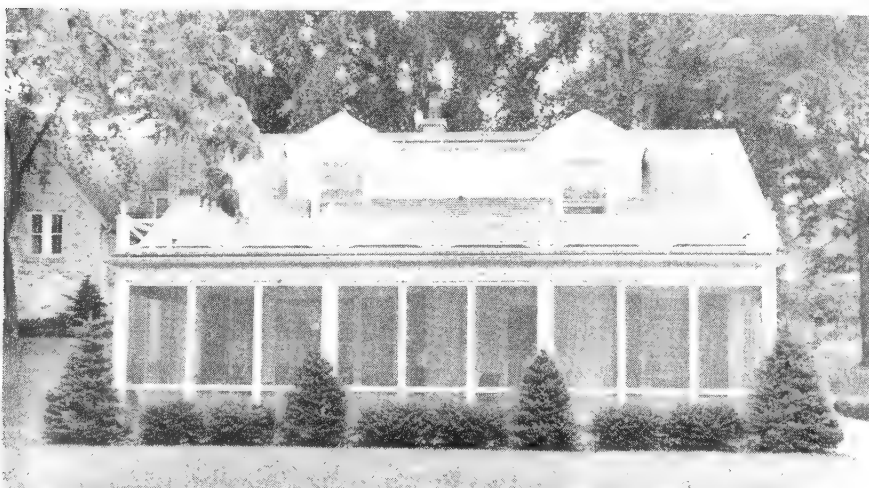
The home of Mr. and Mrs. Charles L. Murphy, 2610 Van Hise Ave., Madison, Wis., has an economical and artistic all evergreen foundation planting.



Mugho Pine

SPECIMEN EVERGREENS

All of McKay's Specimen Evergreens are sold B&B (Balled and Burlapped.) This means they are dug out of the field with a solid ball of earth and wrapped with burlap.



The foundation planting of the home of Mr. and Mrs. Jack Savidusky, 341 Kensington Dr., Madison, Wisconsin, consists of both upright and spreading Japanese Yews.



Juniper Virginiana

Keeping Evergreens Healthy

Methods Recommended by The Wisconsin Department of Agriculture and Markets.

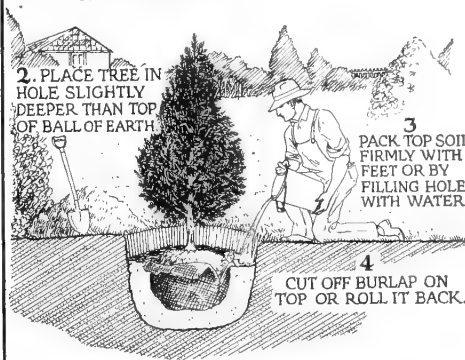
With the advent of hot, dry summer weather evergreens should be given plenty of water and carefully guarded against red spider attack. This pest is a very small mite, barely visible. If allowed to become numerous on evergreens that mite will, through its habit of sucking sap from the foliage, cause them to lose their characteristic colors and assume a "rusty" appearance. Red spider can readily be controlled by the employment of one of the following methods:

1. Syringe the foliage with water under pressure from garden hose or power sprayer, taking particular pains to secure a forceful spray applied from underneath the foliage.
2. Spraying with a glue spray consisting of ½ lb. of a cheap grade of ground bone glue in 5 gals. of water. (Dissolve the glue first in a small amount of boiling water.)
3. Dust with sulphur liberally on a warm day, using a superfine commercial brand of dusting sulphur.

Follow directions. If used as recommended no injury will result from any of these treatments. Avoid spraying an evergreen in the middle of the day as water alone will sometimes result in injury by scalding at such times. Repeat treatments six days after first application to kill young spiders escaping in egg stage and remember that applications should be made as often as necessary because of continual rein-festations.

For further information on diseases, write to State Entomologist, State Capital, Madison, Wisconsin.

1
DIG HOLE AT LEAST A FOOT LARGER AND DEEPER THAN EARTH ATTACHED TO TREE. COMPLETELY SURROUND ROOT OR BALL OF EARTH WITH RICH LOAMY TOP SOIL.



How to Plant Balled and Burlapped Evergreens

Follow directions as outlined in picture above. If ball of earth appears hard and dry upon arrival soak it in a tub of water before planting. Leave saucer around base of tree so that drainage will be towards tree. Do not put fresh manure in hole so it comes in contact with the roots. Use well rotted manure and spread it on the ground after tree is planted and hole filled up. Keep ground well cultivated or mulched. When watering see that ground is soaked to a depth of 12 or 15 inches. Just sprinkling the surface is not enough.

How to Prune Evergreens

Evergreens are pruned for the following reasons:

- To keep tree within certain limits of size.
- To shape the tree into some special form.
- To invigorate a weak tree.

In order to keep a planting of evergreens around a small home neat and attractive for the greatest number of years, requires that their size be kept within certain bounds. The first consideration, of course, is to choose trees which are more nearly suited by natural growth to the planting being done, and then to keep them in a thrifty, vigorous, and attractive form by pruning.

The ideal time for pruning evergreens is in late spring or early summer, although they can be trimmed any time from late March until October.

PRUNING JUNIPERS, ARBOR-VITAE, YEWES AND HEMLOCKS

These evergreens can be trimmed severely with pruning or hedge shears and kept to a certain size. Naturally, it is better practice to prune regularly once or twice a season, rather than to neglect pruning for several years and then expect to bring the trees back into form all at once. Again trim less severely the first few years after planting, than in later years, after the trees have reached the ideal size. Don't hesitate to cut off the top of the tree when it has reached the desired height.

PRUNING PINES AND SPRUCES

These are best pruned in early summer when the new yellowish green stem is developing but before the needles have started to grow out from these stems. If this ideal pruning time has been delayed, it can still be done when the needles are growing but before they are full grown. Pines are best pruned with a knife or small one-hand pruning shears, by cutting off a given amount of this new growth each year.

When the trees are small and newly planted, merely cut back some of the longer branches to shape and form the trees. When the trees get to be of proper size, cut off nearly all of this new growth, including the top of the tree. In this way, evergreens like Mugho Pine can be kept neat, small, and compact, extending the life of the planting.

TABLE OF EVERGREENS and THEIR CHARACTERISTICS

Variety	Form	Soil	Color	Landscape Value	Sun or Shade	Hard-ness
Juniper Andorra	CR	Thrive in any well drained soil. Do well in the sandier soils of the state.	Silver-blue	Rock garden—Turns silver-purple for winter.	Sun	H
Juniper Sargentii	CR		Dark green			Banks —Holds color for winter.
Juniper Communis	SE		Gray-green	Ground Cover—Browns for winter.		H
Juniper Pfitzeriana*	SE		Dark green			VH
Juniper Pfitz. Blue	SE		Silver-blue	Very good for foundation plantings.		H
Juniper Savin	SE		Dark green			Foundation, border, rock garden, group plantings.
Juniper Meyerii	SE		Bluish pink	H		
Juniper Cannarti	IU		Deep green	VH		
Juniper Glauca	IU		Silver-blue	H		
Juniper Dundee	Py		Bluish gray	Specimen, foundation, group. Changes to plum-purple for winter. Holds good color throughout year.		VH
Juniper Columnaris	Py	Bluish green	H			
Juniper Virginiana	Py	Green	Groups, naturalizing, screens. Browns for winter.	VH		
Arbor-Vitae Siberian	Gl	Moist loam	Green	Formal trees for foundation planting and accents.	Sun or Partial Shade	VH
Arbor-Vitae Pyramid	Py		Green			Give plenty of water, especially in fall before ground freezes.
Arbor-Vitae American	Co		Green	Hedge, foundation, group, background, screen.		VH
Fir Douglas	Co	Average	Dark green	Specimen, group, background, screen.	VH	
Pine Mugho	Gl	Average	Light green	Foundation, specimen, rock garden. Specimen, group, background, screen, windbreak, or naturalizing. Austrian Pine is best for lawn specimen. Red Pine grows in poorest and sandiest of soils.	Sun	VH
Pine Austrian	Co		Deep green			VH
Pine White	Co		Green			VH
Pine Red	Co		Deep green			VH
Spruce Black Hills	Co	Average	Blue green	Specimen, group, background, screen, windbreak.	Sun	VH
Spruce Colorado Blue	Co		Silver-blue			Lawn specimen, or use one or more trees in an evergreen group.
Spruce Koster's Blue	Co		Silver-blue	VH		
Spruce Norway	Co		Dark green	Group, background, screen, windbreak, woodlot. Most rapid grower.		
Hemlock American	IU		Green	Foundation, group, hedge, screen, naturalizing.	Shade	VH
Taxus Cuspidata	SE	Average Moist loam	Very dark Green	Ideal for foundation planting; also in groups. Beautiful evergreens. Some have red berries in winter.	Sun or Shade	H
Taxus Capitata	Co					H
Taxus Intermedia	SE					
Taxus Brevifolia	Gl					

*Juniper Pfitzeriana will stand some shade and grow in most any kind of soil. Hardiness—VH: Very hardy. H: Hardy in southern Wisconsin.



IU (Irregular Upright)



Gl (Globe)



Py (Pyramidal)



Cr (Creeper)



SE (Semi-Erect)



Co (Cone)



PINE - Pinus

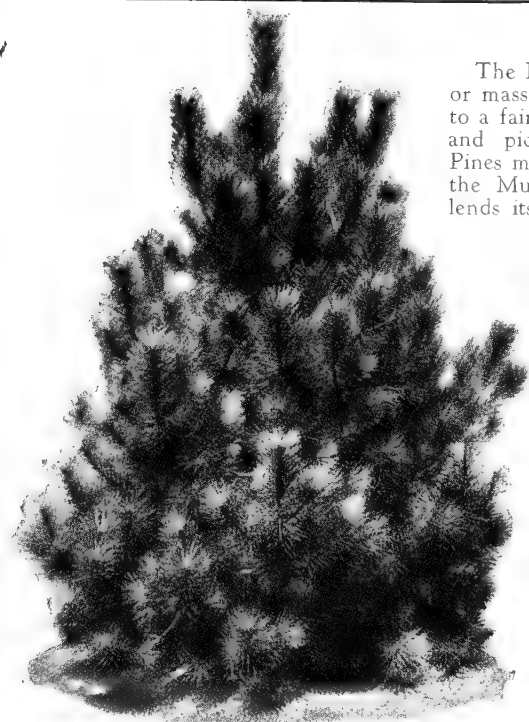
The Pines are used principally for group or mass plantings where the trees can grow to a fairly large size. They are very rugged and picturesque. The Austrian and Red Pines make good lawn specimen trees, while the Mugho, being of small dwarf habit, lends itself to foundation planting work.

AUSTRIAN (Nigra). Lg. A robust, stately Pine, rapid in growth and very hardy. It is one of the most picturesque Pines, making a tall, handsome tree, with a broad, oval head. Has long, stiff, dark green needles. Fine for lawn specimen or evergreen group planting.
 ← See picture.

MUGHO (Mughus). Sm. A very choice, hardy, dwarf evergreen; slow growing, compact and neat in its habit, somewhat globular. Our trees are of the true compact type. Valuable for foundation planting.
 See picture on page 20.

RED or NORWAY (Resinosa). Lg. Another long-needled Pine, resembling the Austrian Pine. Native of Northern Wisconsin.
 See picture. →

WHITE (Strobus). Lg. The "King of the North Woods." The most ornamental of our native evergreens; foliage light, delicate or silvery green. Grows in the poorest, light, sandy soil.



Austrian Pine



Red Pine

YEW - Taxus

The Yews are particularly noteworthy for their rich, dark green foliage, the color of which is held throughout the year. They grow rather slowly, stand shearing well, and are especially useful for foundation plantings. Have red berries for the fall. All Yews are heavy feeders, and respond to fertilizer in general vi-

talidity and rapidity of growth.

The Yews actually thrive in shade and in this respect differ from other evergreens. Because they survive a smoky atmosphere, they are one of the few evergreens suitable for planting in congested cities. They are the best evergreens for shady places.

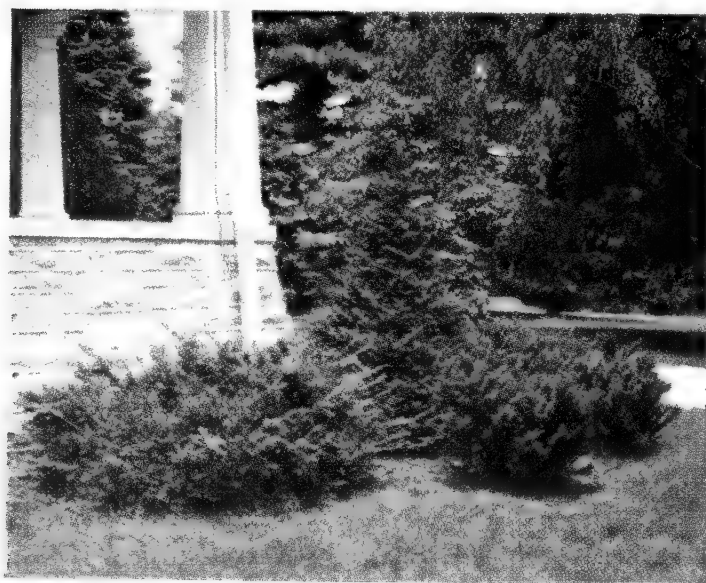
BREVIFOLIA. Sm. A low, bushy, dwarf variety, very compact and dense, with heavy dark green, waxy needles. Very slow growing. Rarely gets more than 2 feet high. Hardest of all Yews.
 See picture on page 23.

CAPITATA. Med. An upright growing conical tree, broad at the base and tapering to the top. Because it is such a fast grower about half of the new growth should be pruned off every summer. This tends to thicken tree and form a better shape.

CUSPIDATA. Med. A bushy, irregular, spreading type of Yew, growing like the Pfitzer Juniper. As with the Capitata, about half of the new growth should be cut off every summer to thicken and shape tree. The development of this tree (as well as that of any of the other Yews), can be regulated by pruning. By shearing the sides, the growth will be more upright. Likewise by shearing the top, the growth will tend to be more spreading.
 See picture on page 23.

CUSPIDATA INTERMEDIA. Sm. This is one of the newer varieties, which we like very much. It's a hybrid development of T. Brevifolia with its same rich dark green, heavy, plump needles. Grows faster and larger than Brevifolia, but not as fast or large as Cuspidata. One of the hardier Yews.
 See picture below.

Truly: Evergreens like these will add charm to any home.



A Pleasing Arrangement of Upright and Spreading Yews



Taxus Intermedia

SPRUCE - Picea

The Spruce are among our best known evergreens. The needles are short, stiff and sharp pointed. They all grow tall and upright, forming a densely branched cone. They are used for group and mass plantings, screens and windbreaks, and as lawn specimens.

COLORADO BLUE. The handsomest tree on the Rocky Mountain trail. Picture in your mind a perfectly shaped tree, filled with heavy foliage of a rich, glistening blue, flashing and sparkling in the sunlight. It is used mostly for specimen lawn planting, where it becomes the prize tree of the property. One or two of these trees planted in among other dark green foliaged evergreens add distinction to the group.

COLORADO GREEN. Similar to the Colorado Blue Spruce but green instead of blue in color.

KOSTER'S BLUE. Lg. A grafted form of the best of the blue Spruces. The triumph of evergreen development—when man and nature teamed to produce true beauty. Foliage is silvery blue, densely crowded on the many branches. McKay's plantings of this beautiful and popular evergreen have been grown with great care from stock which we know is the genuine Koster's, guaranteeing its true blue color.



Black Hills Spruce

BLACK HILLS. Med. We wish to call particular attention to the Black Hills Spruce. This variety, being the smallest of the Spruces, develops into sturdy, heavy bodied, compact, conical trees. It is a native of the Black Hills country of South Dakota, and as such will stand some dryness. Its color—green, with a silvery blue cast. Hardy, easily planted and a great favorite.

NORWAY. A very thrifty and rapid growing Spruce of a good green color. Best Spruce for screens and windbreaks. Also useful for backgrounds of group and mass plantings, where it soon towers up behind the other evergreens.

Our Landscape Architects Plan "With You"



Norway Spruce

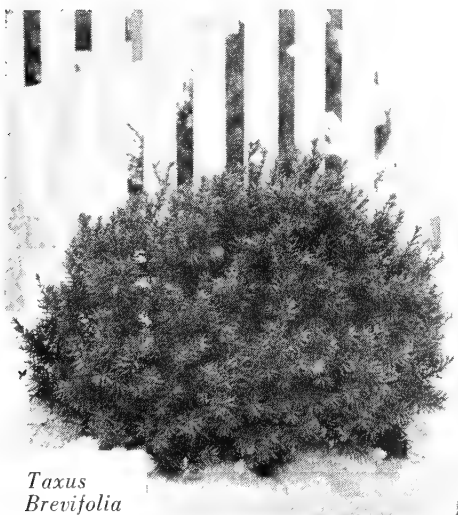


Blue Spruce

We offer both Koster and Colorado Blue Spruce

EVERGREEN WINDBREAKS

An Evergreen Windbreak on a farmstead is best appreciated by the farmer who already has one. Such a windbreak not only tempers the cold winds for both man and animal's winter comfort, but also saves on feed for the livestock.



Taxus Brevifolia



Taxus Cuspidata (Sheared)

Taxus Capitata

YOU ARE
INVITED...

To Visit Our Nurseries At Waterloo, Wisconsin*

The greatest variety of nursery stock in the state awaits your selection
at McKay's. See it yourself—soon.

*For location see map on back cover.

*An attractive display
of Upright Yews
(Taxus Capitata)*



Blue Spruce



*Hydrangea Pee Gee blossoms dominate
this field of flowering shrubs*



*Part of McKay's storage
and shipping facilities
at Waterloo, Wisconsin*



*Mugho Pine (foreground) and
Blue Spruce growing at McKay's*

McKAY'S Gorgeous Roses

Hybrid Tea Roses

(EVERBLOOMING)

No flower grown can compare with the Rose! Its rich fragrance, exquisite coloring and lovely form have made it the Queen of the flower garden.

McKay's Roses excel in the following:

1. Strong, heavy dormant plants.
2. Well rooted plants.
3. Outdoor, field-grown plants, where they have received the best care and attention.

Much has been said about the difficulty of growing Roses, yet thousands of lovely Rose gardens that receive only amateur care are flourishing throughout this area.

Roses thrive best in clay loam soils enriched with well rotted manure. They should always have a sunny, open, and airy situation, unshaded by trees or buildings. (See page 28 for complete cultural directions.)

The Hybrid Tea Roses described below represent the choicest varieties of ever-blooming Roses; Roses that will bloom from June until frost. Experience the great enjoyment of growing your own Roses this summer.

You Like Roses! Why Not Grow Them? You Can.

RED

CHARLOTTE ARMSTRONG. Magnificent, long-pointed, blood-red buds followed by large, perfectly formed flowers opening to cerise or spectrum-red. A vigorous grower of medium height.

CHAS. DOUGLAS. Large, double, fragrant flowers of flaming scarlet, flushed velvety crimson. Attractive flowers throughout season. An indispensable garden Rose. 24 petals.

CHRISTOPHER STONE. Bright velvety scarlet-red flowers of good form. Its golden stamens appear as the blooms open. Vigorous, upright grower, free flowering. Fragrant. Rated as one of the best. 35 petals.

CRIMSON GLORY. (Patent No. 150.) Large double, deep crimson-red flowers, shading to oxblood. Blooms profusely on a heavily branched bush. The fragrance is delightful. The outstanding dark red Rose. 35 petals.

E. G. HILL. Immense, dazzling red flower, very full and fragrant. A vigorous and free flowering plant. 60 petals.

GRENOBLE. Large, globular, brilliant red, almost scarlet flower; very full and fragrant. Free bloomer. 45 petals.

ETOILE DE HOLLANDE. Gorgeous crimson-red Rose of magnificent size and perfect form. Vigorous grower, healthy, free flowering, gloriously fragrant. Highly rated. 35 petals.

GRUSS AN TEPLITZ. A small, bushy, shrub-like plant with medium sized blooms of scarlet-crimson. This grand old shrub Rose blooms heavily from June until frost. An excellent bedder. 33 petals.

McGREY'S SCARLET. Large, loosely formed, vivid rose-red flowers. Slight fragrance. Blooms continuously. 35 petals.

RED RADIANCE. Big, globular, deep red, fragrant flowers on strong stems. Like Radiance, it is an excellent grower, blooming freely. 23 petals.

ROGUE MALLERIN. Dark red. Pointed buds of brilliant red, opening to 3½-inch blooms of flaming scarlet with a dark velvet sheen. Rich fragrance. 50 petals.

WHITE

McGREY'S IVORY. Pointed bud opening to large creamy white flower touched with pale yellow at base. Wonderful fragrance. One of the finest whites. 45 petals.

MME. JULES BOUCHE. Pointed buds and high centered flower of pure white with a slightly pink center. Strong plants; always in bloom. Fine bedding Rose. 34 petals.

CALEDONIA. Long pointed buds opening into large flowers with incurved petals and a delightful fragrance. A superb Rose. 25 petals.

KAISERIN A. VICTORIA. Creamy white buds, opening to large white flowers, excellent for cutting. Moderate grower. 90 petals.

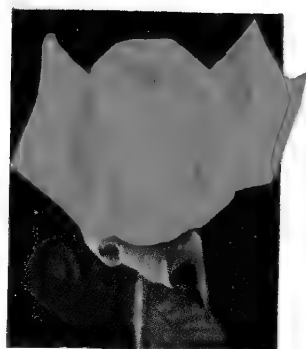
PLANT ROSES by the DOZEN

FREE PLANTING INSTRUCTION BOOK

Is furnished with every nursery stock order that we ship out.

←
*McGredy's
Scarlet*

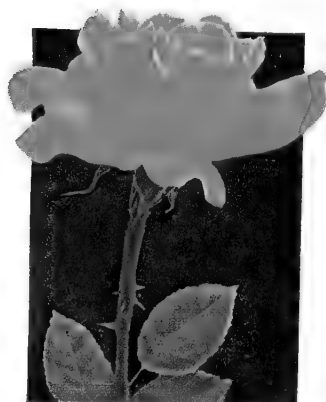
→
*Duquessa
de Penaranda*



Christopher Stone



Edith Nellie Perkins



McGredy's Yellow



Pres. Hoover



Mme. Jules Bouche



Etoile de Hollande



Hybrid Tea Roses—Continued

PINK



Picture

EDITH NELLIE PERKINS. Fine, two-toned pink variety. Buds large, rose-carmine, shading to orange and cream, opening into a perfect salmon-pink. Strong grower. Free bloomer. 40 petals.

EDITOR McFARLAND. Clear brilliant pink; perfectly formed on strong stems. Long lasting when cut. Fragrant, a magnificent Rose. 30 petals.

MISS ROWENA THOM. Enormous buds and blooms of fiery rose and mauve, shaded with gold at the center. Flowers are borne on long, strong stems. A profuse, continuous bloomer and a very vigorous plant. 55 petals.

PICTURE. Splendidly formed, medium sized flowers of velvety rose-pink. A fine cutting Rose with lovely form and color. Unusually free blooming. 34 petals.

PINK DAWN. A fine deep rose-pink bud, opening to a lovely pink flower with an orange base tint. Fragrant. Vigorous. 60 petals.

RADIANCE. The brilliant rose-pink buds become well formed, fragrant flowers. Vigorous grower, free bloomer. A very popular Rose. 25 petals.

SHOW GIRL. Sensational, long, deep pink buds opening to a slightly lighter tone. Does not fade and is long lasting. Excellent for cutting.



Grenoble

YELLOW



Mme. Jos. Perraud

GOLDEN DAWN. Sunflower-yellow buds opening to lemon-yellow, well formed flowers. Fragrant. Low growing healthy plants; profuse and continuous bloomers. A high rating Rose. 45 petals.

JOANNA HILL. Pointed buds of a cream-yellow, opening to cream-white tinged with salmon at the base; moderately fragrant. Good cutting Rose. Not a heavy bloomer. 40 petals.

McGREDY'S YELLOW. Unfading canary-yellow flower of excellent form. Vigorous and free blooming with dark glossy foliage. A fine cup-shaped Rose of lovely, clean color. One of the best yellow Roses. 25 petals.

SUTTER'S GOLD. Beautiful, long-pointed, yellow buds richly shaded with coppery red, opening to a superb yellow with coppery veins through its petals.

PEACE. (Patent No. 591.) Giant heavily petaled blooms of a glowing yellow, which open to an ivory-white—with an iridescent pink edge. Strong, sturdy, long stems. Large, glossy, dark green, healthy leaves. Winner in All-America Selections. 50 petals.

MRS. E. P. THOM. Slender yellow buds opening to large well shaped blooms of rich canary-yellow. Delicate fragrance. Blooms freely. 43 petals.

MRS. P. S. DU PONT. Rich reddish gold bud opening to a full, golden yellow flower. Fragrant. Plants are bushy, have a good glossy foliage and bloom all the time. 42 petals.



McGredy's Ivory

MULTI-Colored



E. G. Hill

CONDESSA DE SASTAGO. Cup-shaped flowers of fiery copper inside and rich gold on the outside. A most striking Rose, becoming very popular. Rich spicy fragrance. 50 petals.

MRS. SAM McGREDY. A beautiful Rose of scarlet-orange changing to copper-red. Moderately fragrant. Continuous bloomer. Highly recommended. 42 petals.

PRES. HERBERT HOOVER. A charming combination of cerise-pink, flame-scarlet, and yellow. The large flowers, on long stems, hold up well after cutting. Rich fragrance. belongs in every garden. 25 petals.

DUQUESSA DE PENARANDA. Large, double flowers of cinnamon-peach color; very fragrant. Strong, upright plants with good foliage. The autumn bloom is really fine. 35 petals.

MME. JOSEPH PERRAUD. Long, slender buds of nasturtium-orange, opening to sweetly fragrant flowers of nasturtium-buff with pale pink edges. A beautiful exhibition Rose. 28 petals.

TALISMAN. A glorious combination of rich red and gold buds opening to deep rose and yellow. Flowers are small but fragrant. Free bloomer. Fine for cutting. 25 petals.



Condesa de Sastago

Read page 28 carefully for planting instructions and care of these Roses.

For the
practical
use of these
Roses, see
picture on
page 29.

"A MODEL
OUTDOOR
LIVING
ROOM"

→
Pink Dawn

←
Mrs. P. S. Du Pont

CARE OF ROSES

*Hardiness — Planting
Pruning — Spraying — Wintering*

McKAY STOCK

McKay's Roses bloom the first year. They represent the highest quality of sturdy two-year outdoor or field-grown plants. (Note illustration to right.) They are strong, well rooted, dormant plants that have been budded on the hardiest rootstock. They should not be compared to hothouse Roses, forced from cuttings. We have given great care to the culture of our Roses and offer them to our customers with the assurance that they will grow and bloom profusely.

We offer the finest and most popular of the well-tried varieties as well as a few of the newer varieties that have demonstrated their merit for more general planting. We can heartily recommend all varieties listed here.

SOIL

Roses are heavy feeders and thrive best in a well drained clay loam soil, well enriched with fertilizer. They will do reasonably well in almost any soil (except sand) if well fertilized, drained, and cultivated. They like a sunny, open, airy location, away from large trees which are apt to rob them of the necessary nourishment. After selecting such a spot for your Rose bed, dig the soil out to a depth of 12 or 15 inches and replace about one-fourth of the bulk of the soil with well rotted barnyard manure thoroughly mixed into soil. If this is not available, substitute a generous amount of commercial fertilizer like Bonemeal or Vigoro.

HARDINESS

HYBRID TEA ROSES, while comparatively tender, can be wintered safely in Wisconsin if covered carefully in the fall as outlined in our instructions on "Wintering." Because they give the most beautiful flowers over the longest season in a complete gamut of Rose colors, they are worth the extra effort needed to protect them over winter and the cost of making occasional replacements.

HYBRID PERPETUAL ROSES are hardier, sturdier, and more vigorous than the Teas; however, even they will benefit if protected in winter as per our "Wintering" instructions. This class of roses blooms heavily with the largest and sweetest flowers in June and July.

POLYANTHAS. Like the Teas, tender for winter, and require similar winter treatment.

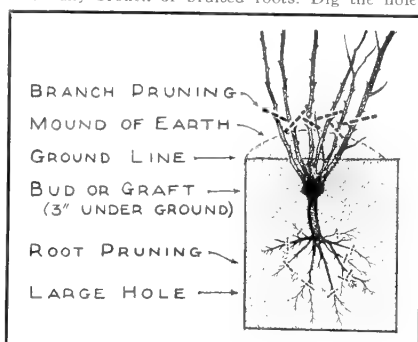
CLIMBING ROSES should be laid down on the ground and the canes covered with several inches of earth or 12 to 18 inches of straw or hay in the fall.

RUGOSA and NATIVE Roses are all very hardy and need no winter protection. The flowers are not of the fine quality of any of those above; however, they do bloom through the summer and lend themselves for use as shrubs.

PLANTING

Roses should be planted so that the bud or graft is at least 3 inches in the ground. (See illustration.) Cut off any broken or bruised roots. Dig the holes

deep and wide so the roots may spread out naturally without crowding. After sifting and working in fine soil between the fibrous roots, fill the hole two-thirds full of dirt, tramp it solid, and water several times. Finish filling your hole with soil, and also mound the earth up around the bush to a height of 4 to 6 inches. (See illustration.) This mound of earth prevents the canes from drying out by the sun and wind before the roots become established. It should be removed in 10 to 14 days.



PLANTING DISTANCES

Hybrid Teas: 18 to 20 inches apart.

Hybrid Perpetuals: 2 feet apart.

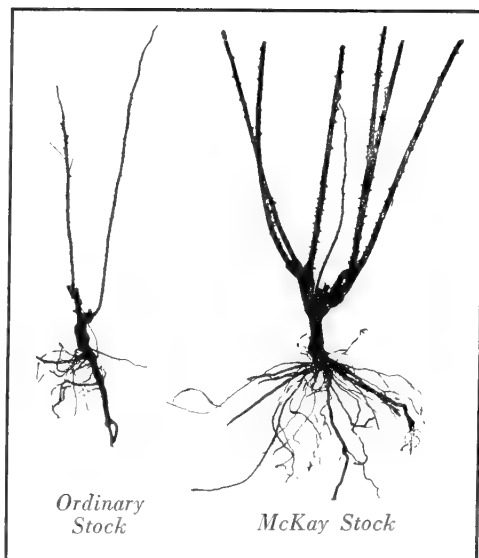
Polyanthas: 12 to 18 inches apart.

Rugosas: 3 to 4 feet apart.

Native Roses, etc.: 3 to 4 feet apart.

PICKING ROSES

Gathering Roses by the armful is one of the joys of good gardening. The more you pick, the more there will be to pick. Really when you cut the blossoms you are pruning the plant, and the removal of blossoms is a challenge for the production of more. Intelligent picking, like good pruning, should shape the plant, should encourage it to produce more and better bloom on longer stems. Don't simply snip off the blossoms, leaving long spindling stems, cut them low so new growth will start well down on the plant.



McKay Roses are strong, healthy, field-grown plants that invariably bloom the first year.

PRUNING

HYBRID TEA and POLYANTHA ROSES bloom on new wood only and should be cut off at planting time to about 4 to 6 inches above ground, leaving only 3 or 4 buds per cane. (See illustration.) Likewise, every spring thereafter cut off about three-fourths of the previous year's growth.

HYBRID PERPETUAL ROSES, like Teas, bloom on new wood only, but are usually cut somewhat higher, at 6 to 10 inches above the ground. Again cut off three-fourths of the previous year's wood in succeeding springs.

CLIMBING ROSES. Cut to 6 inches above ground at planting time. (See illustration.) They probably won't bloom the first year. Since these Roses blossom on last year's wood only, it is customary to prune them in July after they are through blooming. At that time cut out most of last year's canes (that have just finished blooming) and let the strength of the roots go into the new shoots that are already coming up to make blooming wood for next year. These younger canes will be easier to lay down in the fall to protect for winter.

RUGOSAS. Cut off at 8 to 12 inches above ground at planting time and prune into shapely bushes in succeeding years.

NATIVE ROSES. Cut off at 12 to 18 inches above ground at planting time and only as necessary to shape plant in later years.

SPRAYING

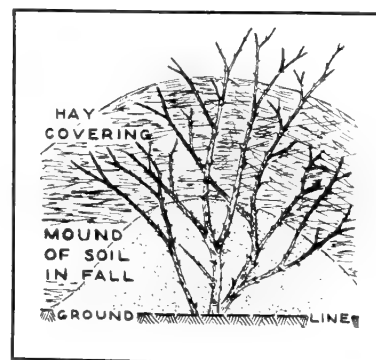
HOW TO KEEP ROSES HEALTHY: It is very important to keep your Tea, Perpetual, Polyantha and Climbing Roses healthy, vigorous and free from diseases and insects. Since prevention is better than cure, we suggest that they be sprayed every 2 weeks from May 15th to August 1st. Either of the following methods is effective.

LIQUID SPRAY. Many good complete sprays, ready for use, are on the market. If plant lice persist and fail to respond to the spray, add "Black Leaf 40" and a detergent soap powder according to directions, to act as an adhesive.

DUST SPRAY. Complete mixtures are available. Select one from a reliable company and apply early in the morning while the dew is still present.

WINTERING

In our severe climate, **TEA, PERPETUAL and POLYANTHA ROSES** should be carefully protected for the winter. To do this, mound earth around the plant to a height of 6 or 8 inches, late in fall and before the ground freezes. After the ground has frozen (probably in December), cover the entire Rose bed with hay or straw from 18 to 24 inches deep. This will protect the ground from alternate thawing and freezing, and cut down evaporation of moisture from the Rose canes. In the spring the mulch and mound of earth are removed and the Roses pruned as per "Pruning Instructions" above. (Protection of Climbing Roses has been treated under "Hardiness.")





"A MODEL OUTDOOR LIVING ROOM"

Another interesting creation of our landscape department. This otherwise ordinary back yard has been transformed into an "Outdoor Living Room." Properly screened-in from the adjoining properties, it insures calm seclusion for the home. The many Peonies and hundreds of Roses used in this garden provide color from June to October.

HYBRID PERPETUAL ROSES (June-July Roses)

They are not, as their name might imply, perpetual bloomers, but produce one great burst of bloom in June and July. Like the Hybrid Teas, they prefer a good rich clay loam soil. (See page 28 for complete cultural directions.)

AMERICAN BEAUTY. Rose-pink flowers of beautiful form; double, fragrant.

FRAU KARL DRUSCHKI (Snow Queen). Best known of all pure white Roses. Large sized blooms, double, perfect in form, fragrant, and free flowering.

J. B. CLARK. Double flowers of light red.

PAUL NEYRON. Dark lilac-rose; double and fragrant.

ROSA RUGOSA RUBRA (Red)

This Rose originated in the Orient. It is very hardy, a vigorous grower and is not troubled by insects. Grows 3 to 4 feet high. It has thick, leathery, wrinkled leaves, and the pinkish red flowers in June and July are followed by scarlet fruits or haws, which are very colorful in the fall. It is mostly used in landscape work.



Hugonis

AUSTRIAN BRIER ROSES and Related Types

A yellow-flowered early blooming species that add variety and charm to the landscape. Mostly used as bushes in, or as part of, a shrub planting; sometimes in the foundation planting, or again, in the shrub border. They are all very hardy and require little if any pruning. Grow 4 to 6 feet high.

AUSTRIAN COPPER. The single flowers are intense coppery red on one side and bright golden yellow on the under side. Very hardy and vigorous growing, blooming in early June.

HARRISON'S YELLOW. The lovely old-fashioned yellow Rose of our grandmother's garden. It grows into an open bush with long canes and golden yellow, semi-double flowers blooming in early June. Fragrant.

HUGONIS (Golden Rose of China). Hugonis takes first place among the single flowered early sorts. Just before Bridal Wreath season it is completely covered with large, clear yellow flowers profusely borne along the slender arching branches, making a striking display. It is a vigorous grower, dependable, and a first-class yellow flowering shrub. Excellent for planting in groups in the shrub border, in the foundation planting, or as a single specimen.

PRAIRIE or Shrub Roses

These Roses of native origin are hardy and need no winter protection. The varieties listed below have attractive single pink flowers ranging from 1½ to 2 inches in size. These are followed by red fruits or haws in the fall, giving a colorful winter effect. Some varieties have foliage with special characteristics of fragrance, summer color and fall coloring. They grow from 3 to 5 feet high. Their period of bloom lasts for 3 to 4 weeks in June and July after most other shrubs are through, making them very useful in extending and adding additional variety and color to the landscape planting. They are also used for naturalizing on hillsides, as bank covers, for parks, cemeteries, and other public grounds. They grow easily and require practically no pruning and attention in after years.

BLANDA (Meadow Rose). Strong growing Rose, 3 to 5 feet high, with thornless branches of reddish purple color. Soft pink flowers. Red fruit pods in the fall. Will grow on poor and sandy soil.

LUCIDA (Virginia Rose). Blooms for 4 to 6 weeks, with pink flowers. Upright grower 4 to 6 feet high. Its reddish stems and shiny red fruits are attractive all winter long.

SETIGERA (Prairie Rose). Characterized by its long, arching branches which grow from 5 to 8 feet long and bend over to the ground. The display of pink flowers in July is gorgeous and comes at a time when most spring and early summer shrubs are out of bloom.

Illustrated below.



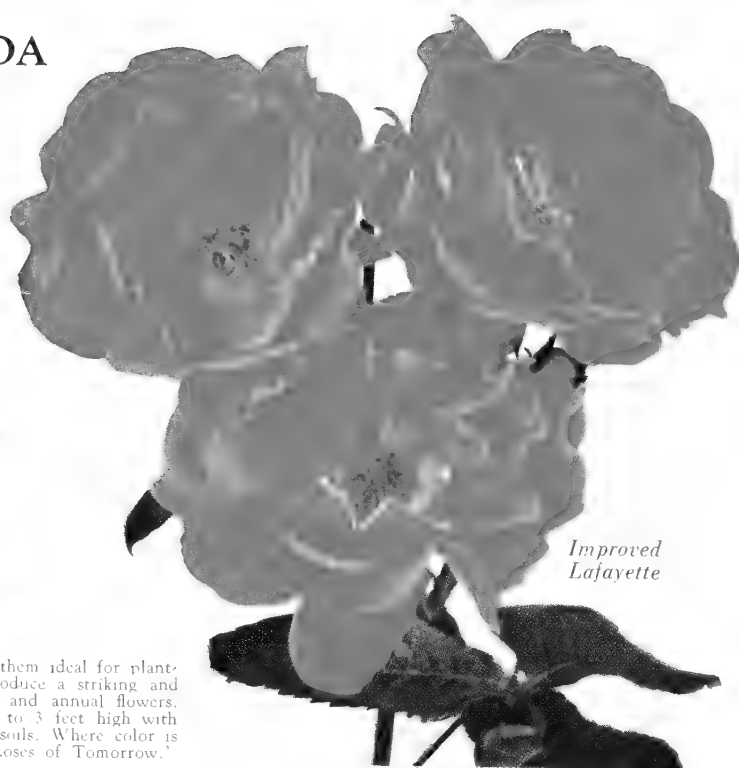
Rosa Setigera

← See picture.

FLORIBUNDA ROSES



*Else
Poulsen*



*Improved
Lafayette*

A new class of Roses whose persistence in blooming from June until frost, makes them ideal for planting in groups, borders, and beds. Their masses of color through the summer produce a striking and permanent display. More and more people are planting them instead of perennial and annual flowers. They are easy to care for and are more hardy than the Tea Roses. Grow about 2 to 3 feet high with good foliage. Like all Roses, they require sun and do their best in the heavy fertile soils. Where color is important they merit a place in any garden, large or small. Truly, they are the "Roses of Tomorrow."

ALAIN. Bright carmine-red, blooms in great clusters all over the densely branching plants. Blooms have more petals than older red varieties and when fully open show gleaming gold centers. Thick foliage on strong stems.

DAGMAR SPATH (White Lafayette). Similar to the Improved Lafayette but with large trusses of pure white flowers.

ELSE POULSEN. Single, semi-curl'd or ruffled bright rose-pink flowers of large size. Erect and free flowering. **See picture.**

IMPROVED LAFAYETTE. Handsome semi-double flowers of a glowing red to crimson color somewhat fuller than Else Poulsen. An upright and vigorous grower and colorful variety. **See picture.**

FLORADORA. Constantly in bloom and an entirely new shade in Roses. A brilliant geranium- or cinnabar-red, as arresting under artificial light as in the garden.

FRENSHAM. English Gold Medal Award Winner. An outstanding new crimson-red. Large bushy plant.

Rugosa Hybrid Roses ("Eskimo Beauties")

Besides being one of the most beautiful classes of Roses grown, this group has been rightly called "Eskimo Beauties" because of their extreme hardiness in the North.

Many beautiful hybrids have been developed by crossing the parent "Rosa Rugosa Rubra" with the various Tea, Hybrid Tea and Rambler Roses.

The Rugosas have a tough wood with thick, leathery, dark green foliage which, in most instances, is entirely free of insects or diseases. They are vigorous growers, growing from 3 to 5 feet high, depending on the variety. All types of Rugosas are benefited by severe pruning at least every two years. They should never be allowed to become "leggy."

They may be used in the foundation planting, shrub border or as hedges. Our list comprises the very best varieties.

AGNES. A new Rugosa. Double coppery-yellow buds and flowers which become pale amber-gold upon opening. They are well shaped, sweetly fragrant, and freely produced in early summer. The growth is moderate.

HANSA. Semi-double, crimson flowers turning to purplish red with age. The flowers come in clusters, bloom heavily in June and lighter through the summer. The best red Rugosa. **See picture.**

F. J. GROOTENDORST. Beautiful, small red flowers in clusters resembling a Carnation. It blooms from June until frost. Typical foliage and habits of the Rugosa, except it is more compact and does not grow as high, usually about 3 to 4 feet. It should be severely pruned back each spring.

GROOTENDORST SUPREME. An improved F. J. Grootendorst Rose, with deeper crimson-red and longer lasting flowers. **See picture.**

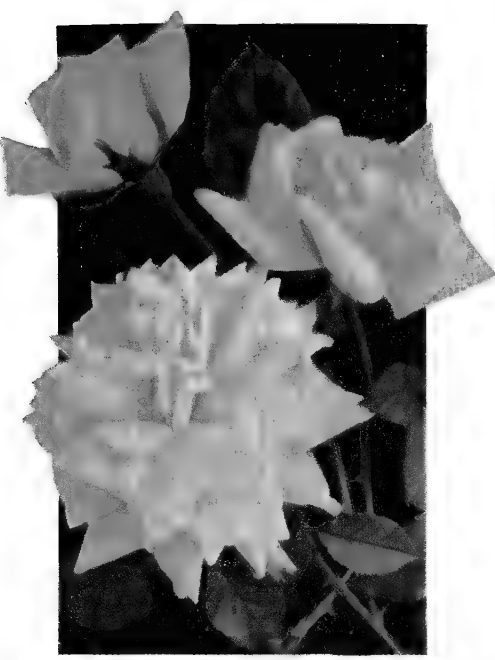
PINK GROOTENDORST. The habit of the plant and shape of bloom are the same as the parent F. J. Grootendorst, but the color is clear, shell-pink.

SIR THOMAS LIPTON. The best pure white Rugosa Rose. Strong and vigorous; grows 4 feet high. Fragrant flowers, double, pure snow-white; borne continuously throughout the season. **See picture.**

BELLE POITEVINE. Clusters of large, semi-double, open blooms of a soft pink. The plants produce an abundance of foliage. Bloom moderately but continuously all summer. **See picture at left.**



Grootendorst Supreme



PRIMROSE. A medium growing Climber. Flowers well formed, double, and delightfully fragrant. Melon-yellow fading to lemon-yellow. See picture above.

CLIMBING AMERICAN BEAUTY. Color rosy crimson; flowers about 4 inches in diameter, finely formed on long stems. Blooms very freely in May and June, and occasionally during the summer. See picture below.



Climbing American Beauty

THE ROSE

The Rose has ways
of saying things
We much delight
to hear
Without a spoken
word,
she brings
And keeps our loved
ones near.

*Gifts to be
Remembered
Give Roses
Symbol of Love*

Climbing Roses

What is more lovely than a trellis of lovely climbing Roses? Climbing Roses form a most lovely covering of foliage and flowers for the trellis, porch, or arbor. To be sure, they require some care and attention in the matter of winter protection, but the extra care is recompensed in fine beauty. (See page 28 for winter care.)

CRIMSON RAMBLER. Crimson semi-double flowers borne in clusters on vigorous plants. Very good arbor and porch plant, often making shoots from 8 to 15 feet in a season.

DOROTHY PERKINS. The beautiful, double, shell-pink flowers come in clusters in great profusion, making a wonderful display.

EXCELSA (Red Dorothy Perkins). A radiant, blood-red cluster Rose, as free and double as Dorothy Perkins, of which it is the red prototype. The clusters are very large.

MARY WALLACE. A handsome Pillar Rose with huge, semi-double blooms of bright, clear rose-pink deepening to salmon at the base. Beautiful in bouquets. A strong grower, with shiny foliage. We consider this Climber one of the best.

PAUL'S SCARLET CLIMBER. The brightest and purest red of all Pillar Roses. Vivid scarlet-crimson, semi-double flowers in clusters that retain their color until they fall. The color, which never turns blue, is intensified by the numerous yellow stamens. A vigorous grower with a profusion of bloom that remains for a long season.

See picture above.

NEW DAWN. Delicate, soft pink, 4-inch, fragrant flowers. Blooms in masses from early June until freezing weather. Has some blossoms the first season.

WHITE DAWN. A fine everblooming Climber. A white New Dawn. Pink tinted buds open to 3-inch, fragrant, pure white blooms. Outblooms New Dawn. Healthy, attractive foliage. Winters well. A fine addition to our list of Climbers.



Paul's Scarlet Climber



New Dawn



McKAY'S Stately Shade Trees

The value and beauty of shade trees are appreciated universally. Shade trees, because they are of major importance in every landscape plan, become a long-time investment and should be selected with the utmost care. For greatest permanency, choose the hardwood types, although they grow more slowly. Of course the faster growing soft wood varieties, too, are very desirable and useful, and find an indispensable place in every landscape. Soft woods are used more liberally, usually interspersed among the hardwood varieties.

ELM - *Ulmus*

Stately Trees of Grace and Beauty

GRAFTED ELMS

American Elms as they grow in nature or in the nursery rows from seedlings, develop into trees of extreme variations. To overcome these variations two select forms, namely, the "Moline Elm," and "Parkway Elm," have been developed. These types are propagated by grafting from the parent tree, on selected stocks. This insures their uniform growth and development. By planting a street or boulevard with these types of Elms you are assured that they will develop into trees absolutely uniform in shape and size. We recommend them to the particular buyer.

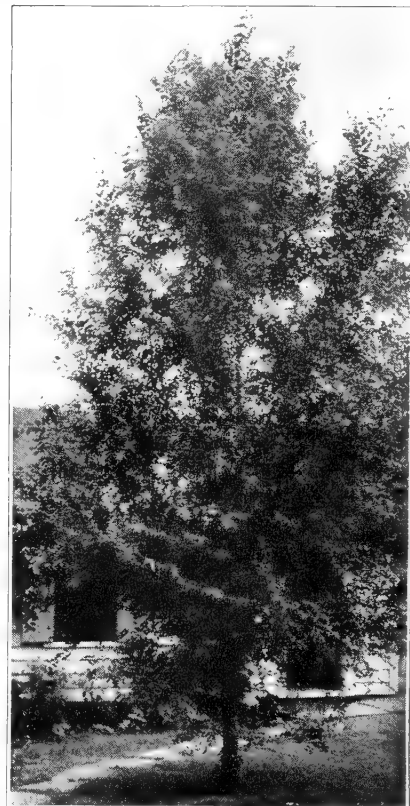
MOLINE ELM. This has become the most popular of the grafted Elm types. The outstanding characteristic of the Moline Elm is its conical shape and pyramidal growth in early years. It develops very heavy and strong branches. As the tree grows older and reaches maturity the weight of the branches arches them, so it gradually takes on the typical arching form or umbrella formation that we like to see in a "perfect Elm." Every tree develops perfectly. (See street planting picture below.) The foliage is dark green, deeply veined, and much larger than the ordinary Elm leaf. In its young growth the bark is smooth and greenish gray. It is an unusually fast grower. The Moline Elm is an all-around good tree for general street planting, park planting, and for the home grounds. It is the best tree for narrow streets and small home lots. Being long lived, it is a permanent tree. Our stock of these trees is excellent.

PARKWAY ELM. Another grafted variety of much merit. The Parkway Elm is a hardy, beautiful tree of semi-spreading habit. Like the Moline, a number of these trees planted on the boulevard are truly beautiful. Its foliage is rugged and a beautiful deep green color. It is a rapid grower.

**Plan to Plant
Another Tree**

AMERICAN WHITE ELM. Lg. The native tree of this region and one of the most beautiful. Up to 15 years ago, it was the most commonly planted tree. A noble spreading, drooping tree of our woods, and a grand tree for street, park or home planting. It is long lived, hardy, rapid growing, and at maturity develops to immense size.

CHINESE ELM. A very rapid growing tree that does well in especially difficult situations, thriving in poor and sandy soils and dry locations. The leaves are much smaller than those of the American Elm types, being among the first to appear in the spring. Plant where you need a tree quickly, but only for twenty or thirty years duration. Because of its rapid growth the Chinese Elm is often planted for farm windbreaks. For this purpose it makes a heavy compact growth in few years.



Chinese Elm

Community Street Planting

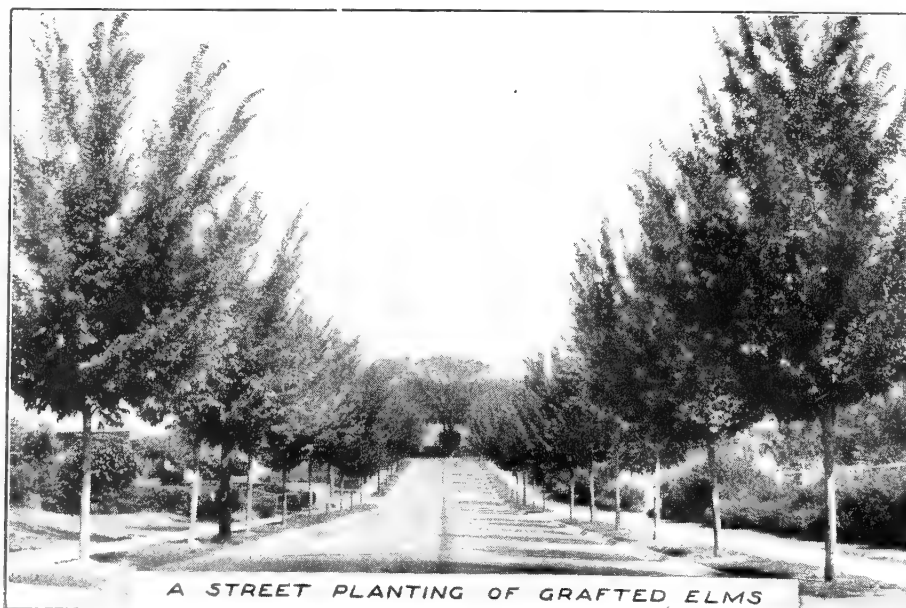
This street view (left) reflects commendable community pride. The trees are McKay grafted Elms, one of the very best varieties for street planting.

Such systematic street plantings display far-sighted vision on the part of city officials. Notice how the trees are spaced evenly apart, the entire length of the street, neither too close (a common mistake), nor too far apart to destroy the over-all effect. This scene will actually improve with age. There is no reason why this same effect cannot be developed in your neighborhood.

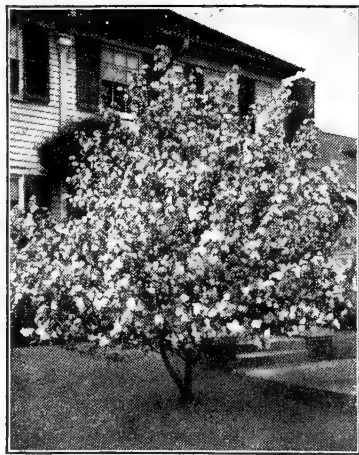
Real Estate Subdivision Planting

Both realtor and home owner should project their development plans into the future by a well-considered program of street planting. This is particularly important in new residential areas. Only by such a plan will the community develop its true beauty and ultimate value as a site for truly liveable homes.

It has been our privilege to plan the street tree plantings for a number of successful realtors. Because of our success our landscape department will be called upon for more and more of this work.



A STREET PLANTING OF GRAFTED ELMS



Floribunda Flowering Crab

ASH - Fraxinus

WHITE (American). Lg. The well known native tree of most graceful shape and habit. Fine for street, lawn, grove and park. Broad round head, somewhat open in growth. Bark of trunk a clean light gray, foliage attractive, turning to yellow and purple in autumn. It is long lived, does not need pruning. Requires good soil and moisture.

BIRCH - Betula

PAPER or CANOE (Papyrifera). Med. This white-barked Birch is wonderfully effective, particularly if planted in or ahead of evergreen groups, rendering it very effective in landscape and lawns.

WEeping CUT-LEAF (Pendula laciniata). Med. It is a tall, slender tree, yet vigorous in growth. It has an erect central trunk, somewhat pyramidal in shape, with graceful, drooping branches and white bark on all the old wood. Has beautiful lacinated foliage.

BUTTERNUT

(Juglans cinerea)

Lg. Very much resembles the Black Walnut. It is a moisture-loving tree and succeeds best on low, rich soils. A broad, open top tree, with light green, compound foliage and gray bark. Best known for the nuts that it produces.



Scheideckeri Flowering Crab

CRABS - Flowering

Everyone loves Apple blossoms and the Flowering Crabs will supply these blossoms in even greater beauty than the fruiting Apple trees. The trees are of dwarf habit so they are well adapted to the home grounds. Flowering Crab blossoms open slowly and last a long time. Use them freely for spring beauty in your landscape. The trees are absolutely hardy.

JAPANESE VARIETIES

These varieties are literally covered with blossoms in May and are a beautiful sight when in bloom. Because of the smooth texture of the leaves the Japanese varieties are not susceptible to the Cedar Rust and can therefore be planted near Junipers.

CARMINE (Atrosanguinea). A mass of single, crimson blossoms. Fruit, reddish yellow.

ELEYI. Large, wide-open, single, rose-red flowers. Very large fruit. Spreading type tree.

FLORIBUNDA. A wealth of delicately colored pink buds opening to white flowers. Heavy bloomer. A small spreading tree of graceful form. A universal favorite. See picture above.

PARKMANI. Warm, rose buds, opening into pinkish white, semi-double flowers. Open type tree.

RED SILVER. Reddish purple leaves, carmine flowers. Upright growth.

RED VEINED (Niedzwetkyana). Large purplish red flowers, twigs, leaves and fruit. A rather large spreading type tree.

SCHEIDECKERI. Lovely semi-double, shell-pink flowers in early spring. Profuse bloomer. Heavily loaded with small waxy yellow fruits in late summer. Somewhat upright in habit and formal in effect. One of the best. See picture at right above.

AMERICAN VARIETIES

Like the Japanese Flowering Crabs with their beautiful flower displays in May, but are subject to Cedar Rust, therefore should not be planted in the vicinity of Junipers.

PRAIRIE CRAB (Ioensis). The well known Crab we find in our native landscape. Single, deep pink blossoms. Grows fairly large.

BECHTEL'S, Double Flowering. Probably the best known of the Crabs. A small tree bearing great quantities of beautiful double pink flowers late in May, later than other varieties. The blooms resemble small Roses and have a spicy fragrance.

DOLGO. A new Crab Apple that gives you a happy combination of good fruit with a shapely tree; beautiful in flower and fruit. The fiery red clusters of fruit are a handsome sight.

HOPA. One of the most popular varieties of Crabs. Beautiful in spring with its gorgeous display of single, rose-pink flowers, followed by red fruit in late summer. Its beauty is accented in summer by its bronze-green foliage. Strong, healthy, wide-growing type of tree.

GINKGO - Maidenhair Tree

A very interesting ornamental tree for the lawn. A tall, picturesque, hardy tree with irregular, ascending branches. The fan-shaped leaves are dark green and leathery in appearance. Their color changes to a golden yellow in the fall. Mature trees present a unique and sketchy outline.

HACKBERRY - Celtis

This tree resembles the American Elm in foliage and twig characteristics. The bark is ridged in an interesting manner. It will grow in exposed situations and on poorer soils than many other trees.

LINDEN - Basswood; Tilia

AMERICAN (Americana). Lg. A well known, stately tree with large, heart-shaped leaves of a pleasing green color. A vigorous grower of pyramidal habit when young, but eventually a large, round-headed tree. A valuable lawn tree and should be more widely used for this purpose.

LOCUST

HONEY or SWEET THORNLESS. (Gleditsia triacanthos). Med. A handsome, clean and rapid growing tree of open habit, which makes it a good tree for locations where you don't want too dense shade. Its delicate, fernlike, bright green foliage is unusual and attractive.

BLACK (Robinia pseudoacacia). Med. A root-suckering type of tree, with a network of roots like Sumac. Excellent for bank covers to keep the soil from washing. Usually planted in a seedling size.

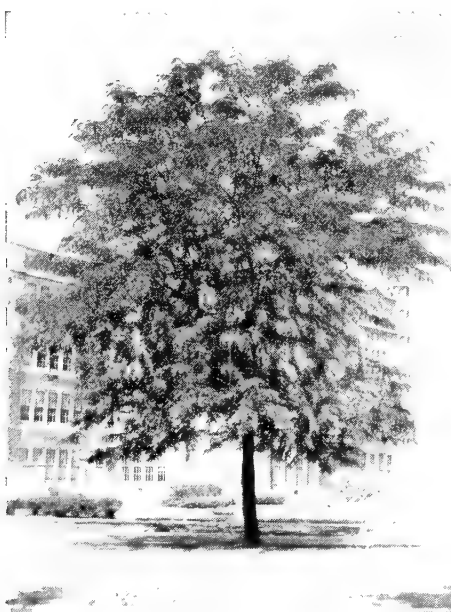
MOUNTAIN ASH

Sorbus

A small tree with symmetrical, round-topped head. In late spring great clusters of white flowers make the tree very attractive and in the fall are followed by large clusters of orange-red berries. Birds like the fruit.

AMERICAN (Americana). Somewhat open and irregular in growth. Leaves take on a yellow-bronze fall color. Orange berries.

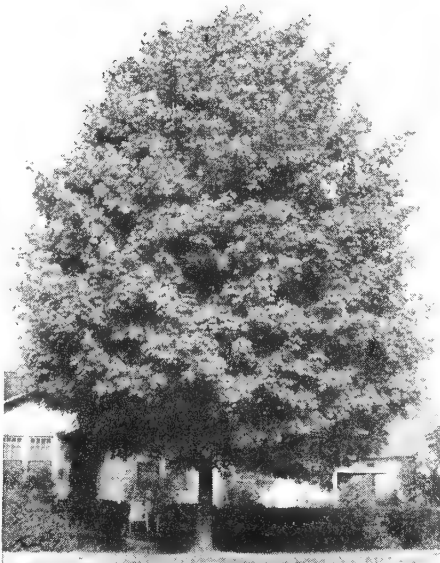
EUROPEAN (Aucuparia). More compact and symmetrical in growth than the American variety. Foliage colors yellow in fall. Orange berries.



Honey Locust



Linden



Norway Maple

MAPLE - Acer

GINNALA, Amur Maple. A graceful shrub or dwarf tree with beautiful fall coloring. Can be used for lawn specimens or for border plantings.

HARD or SUGAR (Saccharum). Lg. A beautiful and stately tree, with a smooth trunk and forming a dense, oval head. The foliage is large and handsome, and of a rich, pleasing green, turning to beautiful shades of orange, yellow and red in autumn. It makes a splendid lawn tree. Adapts itself to most soils, particularly a stiff, heavy clay.

NORWAY (Platanoides). Med. Most popular variety of the Maple group, either for the lawn or street planting. It forms a perfect, round head, with large, deep green foliage. It is very hardy, easily transplanted, very compact in form, and grows moderately fast. The leaves turn a golden yellow in the fall.

RUBRUM, Red or Scarlet Maple. A native tree, very attractive as a lawn specimen. In winter the young twigs are bright red. In the spring the red flowers come out before the leaves. In the fall it vies with the colors of the Oaks, Sugar Maples, Sumac, etc. Prefers a moist soil.

SCHWEDLER'S RED LEAF. Med. The young shoots and leaves are of a bright purplish and crimson color. The older leaves change to a purplish green. A most desirable ornamental tree for the contrast of its foliage. It is similar to the Norway Maple in form and growth.

SILVER or SOFT. Lg. A magnificent shade and ornamental tree of rapid growth. It is exceedingly hardy and will thrive in any soil and in any locality. The leaves are beautifully shaped and have a silvery gleam.

SKINNER'S CUT-LEAF. Med. A variety of Silver or Soft Maple with finely cut or fern-leaved foliage and graceful, drooping branches.

MULBERRY - Morus

RUSSIAN (Tatarica). Med. As commonly seen it is a low growing, bushy-topped tree, with small and much lobed leaves, thriving in almost any soil. The sweet, fleshy fruits are a great attraction to birds, and for this reason they are planted extensively.

OAK - Quercus

BURR (Macrocarpa). A native tree, round topped, well covered with thick, dark green foliage. Slow growing. Prefers moist soil.

PIN (Palustris). Lg. This very handsome tree is particularly adapted to lawn and street planting because of its symmetrical pyramidal habit, its rapid growth and fine foliage which turns bright red in the fall.

RED (Rubra). Lg. A tall, majestic tree, round-topped, with irregular spreading branches and rich foliage which turns to a bronzy red in the fall.

WHITE (Alba). One of the greatest of the Oaks. A "stately and majestic tree." A native, round-topped, slow growing variety.

REDBUD - Cercis

REDBUD (Canadensis). Very attractive shrubs or small trees. The branches are covered with masses of small, rosy pink flowers early in the spring before the leaves appear. It is hardy in southern Wisconsin and Illinois.

WALNUT - Juglans

BLACK (Nigra). Lg. Wisconsin's famous nut-bearing tree. A rapid grower, producing large crops of nuts.



Lombardy Poplar



Thorn, Crus Galli

THORN - Crataegus

Sm. The Thorns are among the most beautiful flowering trees. They are generally dense, low growers, occupying comparatively little space and well adapted to beautifying small grounds. The foliage is varied and attractive, flowers very showy and often perfumed. The fruit is most attractive and ornamental in autumn.

COCCINEA (Thicket Hawthorn). A small dense tree with very thorny branches. Brilliant red berries that hang well into the winter. White flowers in May.

CORDATA (Washington Hawthorn). Somewhat higher growing and more pyramidal in growth. White flowers in June, followed by shining scarlet fruit in the fall, that hang well into the winter. Foliage turns red.

CRUS GALLI (Cockspur Thorn). A very distinctive variety, because of its dwarfness, compactness and horizontal branching. It is very thorny, full and bushy. White flowers in May. Red berries that last well into winter. The leaves are very waxy and shiny. Resistant to Cedar Rust from Junipers. Leaves turn orange and red in the fall. Will grow on sandy or gravelly soils.

MACRACANTHA. A shrub or small tree of dense growth. Long, slender thorns, broadly oval, thick, shiny dark green leaves. White flowers are followed by dark cherry-red shining fruit.

PAUL'S DOUBLE SCARLET. An English Thorn with medium sized, double red flowers. Not very hardy.

POPLAR - Aspen; Populus

BOLLEANA (Pyramidal Silver Poplar). Lg. Very much like the Lombardy Poplar in appearance, having the same narrow pyramidal form. Leaves are glossy green above and silvery white beneath. The trunk bark is smooth and the branches are of a greenish blue tone.

LOMBARDY (Fastigiata). Lg. A well known tree characterized by its tall, narrow growth. Light green leaves. Grows rapidly to a height of 40 to 50 feet.

CAROLINA. Lg. A horticultural variety of Cottonwoods, distinctively developing a straight, upright, somewhat pyramidal head. It is an extremely fast growing tree.

PRUNUS SEROTINA

Lg. Chokecherry (Wild Black Cherry). A strong, straight tree; very dark brown bark. Flowers white, fragrant, about 1/2 inch wide in long, finger-like clusters. Fruit black, size of Pea. Leaves shiny, oblong, tapering to point.

WILLOW - Salix

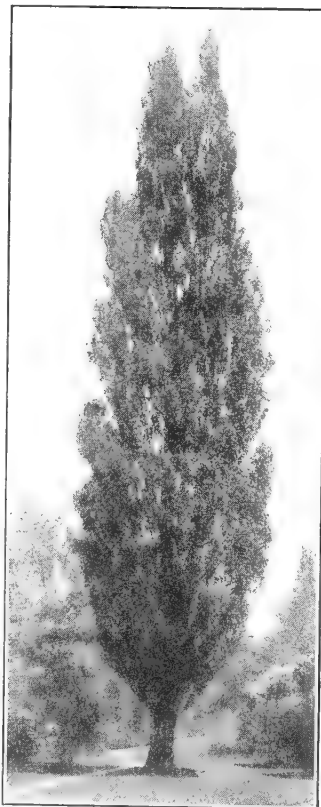
GOLDEN (Vitellina). Med. An upright, spreading tree growing to a height of 30 to 40 feet. The bright, clear, golden yellow bark offers a pleasing contrast wherever used.

LAUREL LEAF or Bay Leaf (Pentandra). Med. Another fast growing Willow with shining dark green leaves resembling those of Laurel. Thrives equally well on high or low ground.

NIOBE WEeping. Med. A hardy weeping form of Willow which has yellow branches, making the tree attractive in winter as well as summer.

PUSSY (Discolor). Sm. A small bushy tree, a rapid grower; the branches are covered with furry catkins in early spring.

WISCONSIN WEeping (Babylonica). Med. The well known, common Weeping Willow. Makes a large tree of 30 to 40 feet with a mass of drooping branches. Leaves are long, narrow, smooth, silky green. Its best situation is on the edge of streams or pools.



Bolleana Poplar



Wisconsin Weeping Willow

McKAY'S Profitable Apples

McKay's Profitable Apples have been justly styled, "The King Fruit of the Northwest"—a byword among farmers and orchardists. Every farm home should have a family orchard featuring McKay's Profitable Apples. A careful selection will provide fruit all year.

Summer Apples

ANOKA. The Anoka Apple is attracting attention because it bears freely on one-year-old wood, beginning the second year after planting, and annually thereafter. Fruit is similar to Duchess. Very hardy and blight resistant. Ripens early, about the time of the Duchess or a little before. Very hardy anywhere.

BEACON. Originated at Minnesota Experiment Station at Minneapolis from where so many of our other good, new fruits have come in recent years. The fruit is medium size, round with a glowing beacon-red color. Flesh, yellowish white, fine grained and of mildly sub-acid flavor. Season late summer, like Duchess, but keeps a month longer. Fruit holds well to tree, even after it is ripe. Tree is of an upright spreading habit, vigorous and productive. An excellent new variety for either the home orchard or the commercial fruit grower, because of its exceptionally good quality for a summer Apple, its color, productivity and ability to stand up under market conditions. Hardy throughout Wisconsin.

See picture at left.

DUCHESS. An old well known variety for over 50 years, and it still rates a place in every orchard. While it is only a fair eating Apple, it certainly is the best pie and sauce Apple ever grown. A large, round, yellowish red Apple, tender, juicy, and very acid. Bears early and heavily. Mid-August.

EARLY MCINTOSH. A McIntosh of the Yellow Transparent season. A cross between the Yellow Transparent and the McIntosh. A small handsome red Apple which ripens about 10 days after Yellow Transparent, but before Duchess. An Apple that pleases the taste, as well as the eye. The trees are hardy, vigorous, productive, and bear annually if thinned early and severely. Mid-August.

LIVELAND. A small pinkish Apple, ripening a week after Yellow Transparent. Very juicy, sweet and pleasant to eat. Flesh white. Tree hardy and long lived. Ripens last of July.

MELBA. Another early McIntosh type of Apple from Canada, ripening a few days after Yellow Transparent. In its season the finest early eating Apple of real McIntosh quality. Fruit of medium size, colored with bright crimson stripes over a pale waxy yellow skin. The trees are very hardy, make a strong growth and bear early and abundantly. Late July and early August.

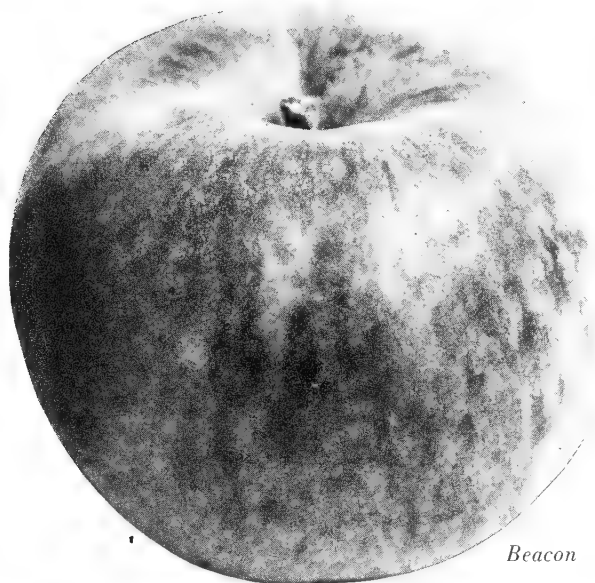
See picture on page 38.

ORIOLE Minnesota No. 714. A large summer Apple of the highest quality for eating or cooking. The fruit is very large and roundish, striped and splashed with red over orange-yellow background. The flesh is tender, fine grained and juicy. The flavor is sprightly, aromatic, sub-acid; quality is excellent for eating fresh or for use in sauce or pies. The tree is hardy and an annual bearer. One of the newer and most worthwhile of the Minnesota Fruit Breeding Station introductions.

See picture on page 36.

YELLOW TRANSPARENT. The first Apple of the season, ripening in late July. A small yellow Apple with a smooth waxy surface. A fine eating Apple with crisp flesh. A very good tree for Central and Northern Wisconsin, but subject to fire blight in southern part.

See picture on page 36.



Beacon

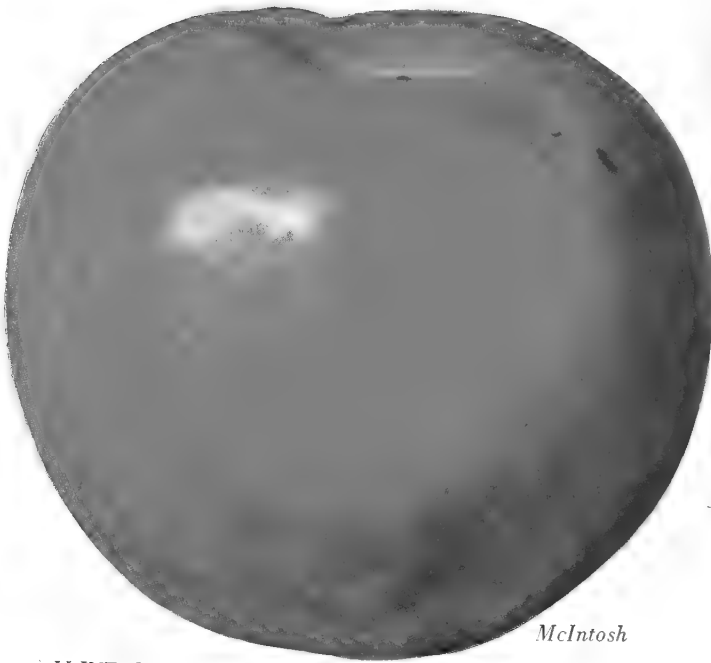
[35]

"SEEING IS BELIEVING" —Photo below shows a field of 50,000 Apple trees growing in our nurseries at Waterloo, Wis. You have to see these trees to appreciate their worth. Northern grown, selected varieties—for our Wisconsin soils and climate.



McKAY'S Profitable

Fall Apples



McIntosh

McINTOSH. Usually thought of as one of the best eating Apples of the old standard varieties. Fruit is above medium to large in size, striped red and very aromatic. Flesh snow-white, crisp, tender and juicy. Slightly sub-acid. Tree vigorous and highly productive, bearing a good crop of fruit every year. Originated in Ontario, Canada, and hardy over the southern two-thirds of Wisconsin. A high quality Apple for home or market. The leading market Apple in Wisconsin, October to December. **See picture.**

MILTON. A McIntosh of Wealthy season. A McIntosh-like Apple which ripens with Wealthy and a month before McIntosh. The tree is hardy and vigorous. The fruits are pinkish red with a heavy bloom—most beautiful. The flesh is white, tender, crisp, juicy, and of McIntosh flavor and aroma. The handsomest of all the McIntosh tribe.

MINJON. A "MINNESOTA JONATHAN." A very attractive, medium-sized, all-red Apple, resembling Jonathan. Like the Jonathan it is "tops" in eating qualities. Ripens shortly after Wealthy and keeps until Christmas. It bears abundantly and regularly. The fruit is distributed evenly over the tree and it hangs well until picked. The tree is very hardy.

SNOW (Fameuse). A small to medium sized Apple of a striped, medium red color. Flesh snow-white, tender and juicy. An excellent eating Apple. Tree grows somewhat slowly, but is exceptionally long lived. An old variety which used to be in every orchard. Hardy in central Wisconsin. November and December.

DUDLEY (North Star). Much like the Duchess, but ripens 3 weeks later and keeps for 4 to 6 weeks. Like the Duchess it is an excellent pie and cooking Apple, although less tart; perfectly hardy anywhere in Wisconsin. Late August.

MACOUN. Another McIntosh hybrid whose fruit is very large like that of its parent, but whose color is a deeper over-all red with a deep bloom. The flesh is much the same in color, texture, flavor and aroma as McIntosh. Ripens with or just after McIntosh (late Sept.) Due to Macoun's excellent eating qualities and high color, it merits a place in every orchard.

WEALTHY. Another old Apple of Minnesota origin, which is hardy anywhere in the Northwest. Fruit large with crimson stripes and splashes. Flesh white, often stained a little red;

tender and very juicy; slightly sub-acid with a delicious aroma. Splendid eating and cooking Apple. Bears young and is a heavy annual bearer. Always a good market Apple. Season September and October.

See picture on opposite page.

WOLF RIVER. One of the largest Apples grown in this state. Color yellowish green, striped and splashed with carmine. Flesh yellowish white, firm and rather coarse grained. A fair eating Apple, but one of the better baking and pie Apples. October to February.

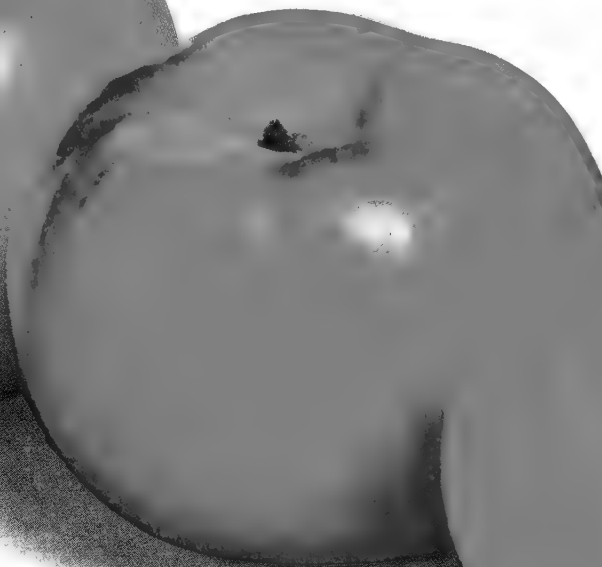
YELLOW DELICIOUS. A golden yellow Apple of the Delicious type, with its same sweet flavor and good taste. Firm, juicy, crisp flesh. Season Oct. to Dec. Should be grown only in favored locations, as it is subject to bud injury.



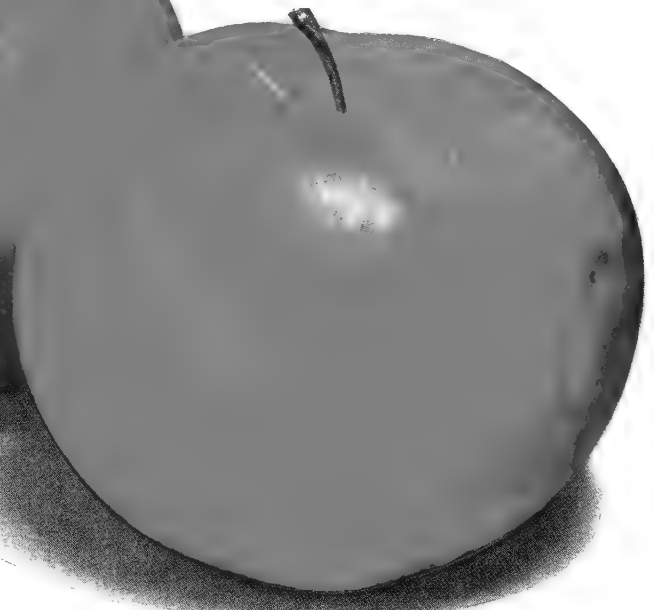
Red Delicious



Yellow Transparent



Cortland



Oriole

Plant LARGE Apple Trees

We can supply a limited number of large, ready-to-bear Apple trees. These trees have been transplanted several times in our nursery. This makes for a fibrous root system and insures successful transplanting. These large ready-to-bear Apple trees are well adapted to estate planting. They are sold only at the nursery.

APPLES

Winter Apples

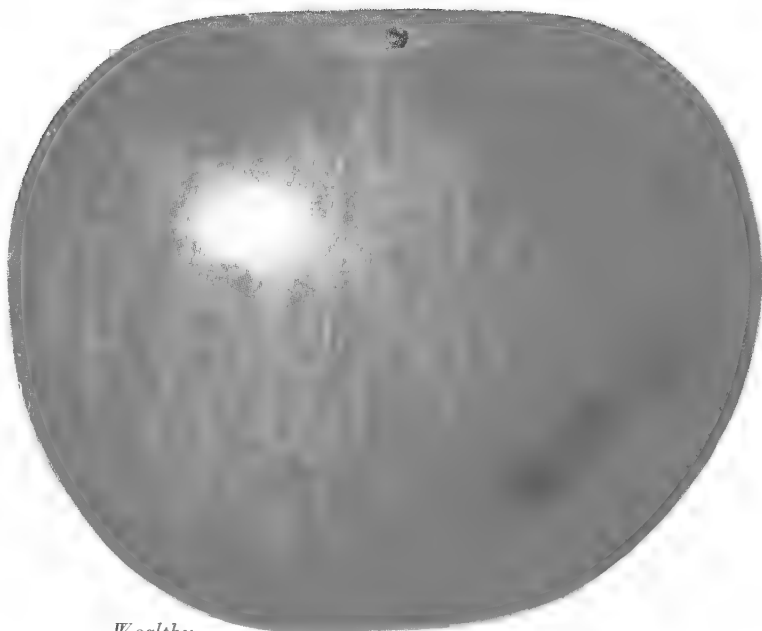
CORTLAND. An improved McIntosh of Canadian origin. The fruits of the two varieties are quite similar but those of Cortland will average larger in size, be more uniform, and carry a deeper and heavier red color. The taste of Cortland while distinctive is much like that of McIntosh. The flesh is firmer but just as juicy. The fruit hangs to the tree better. Keeps into February. Cortland is one of the best Apple introductions of the century.
See picture on page 36.

DARK RED DELICIOUS. An improved Delicious Apple, with a very dark red over-all color, making it one of the most attractive Apples for the market or home. Like its parent, it is crisp, juicy, sweet and rich in flavor. It has the characteristic 5-knob appearance of the common Delicious. In favored locations the tree is a good grower. Nov. to March. For southern Wisconsin.

DELICIOUS. This Apple needs very little description, because everybody knows it. Particularly relished by people who prefer a sweet Apple rather than an acid one. Keeps until March. For southern Wisconsin.

FIRESIDE. A "MINN. DELICIOUS." A new Delicious, hardy enough to thrive in northern Wisconsin and Minnesota. This is a medium to large winter Apple. The flavor is rich, sub-acid, and almost sweet like the well known Delicious. The flesh is crisp, firm and juicy. This Apple does not color up as well as might be desired; and for this reason may fail as a commercial variety; still its quality will merit it a place in every home orchard.

GRIMES GOLDEN. Medium to large size, round, rich golden yellow, sprinkled with light gray dots; flesh crisp, tender, rich and juicy, sprightly. Nov. to Feb.

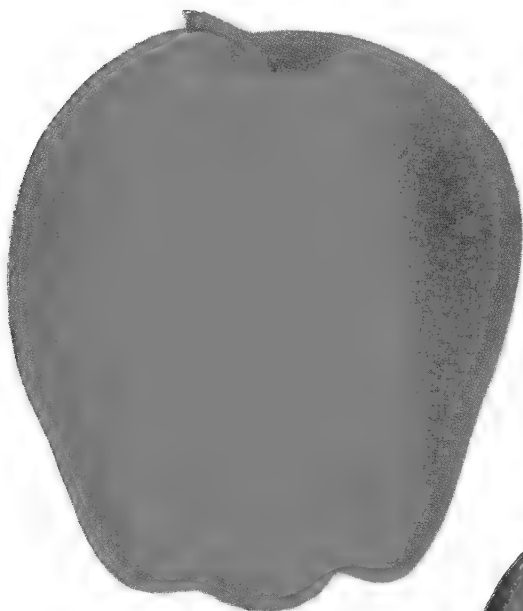


Wealthy

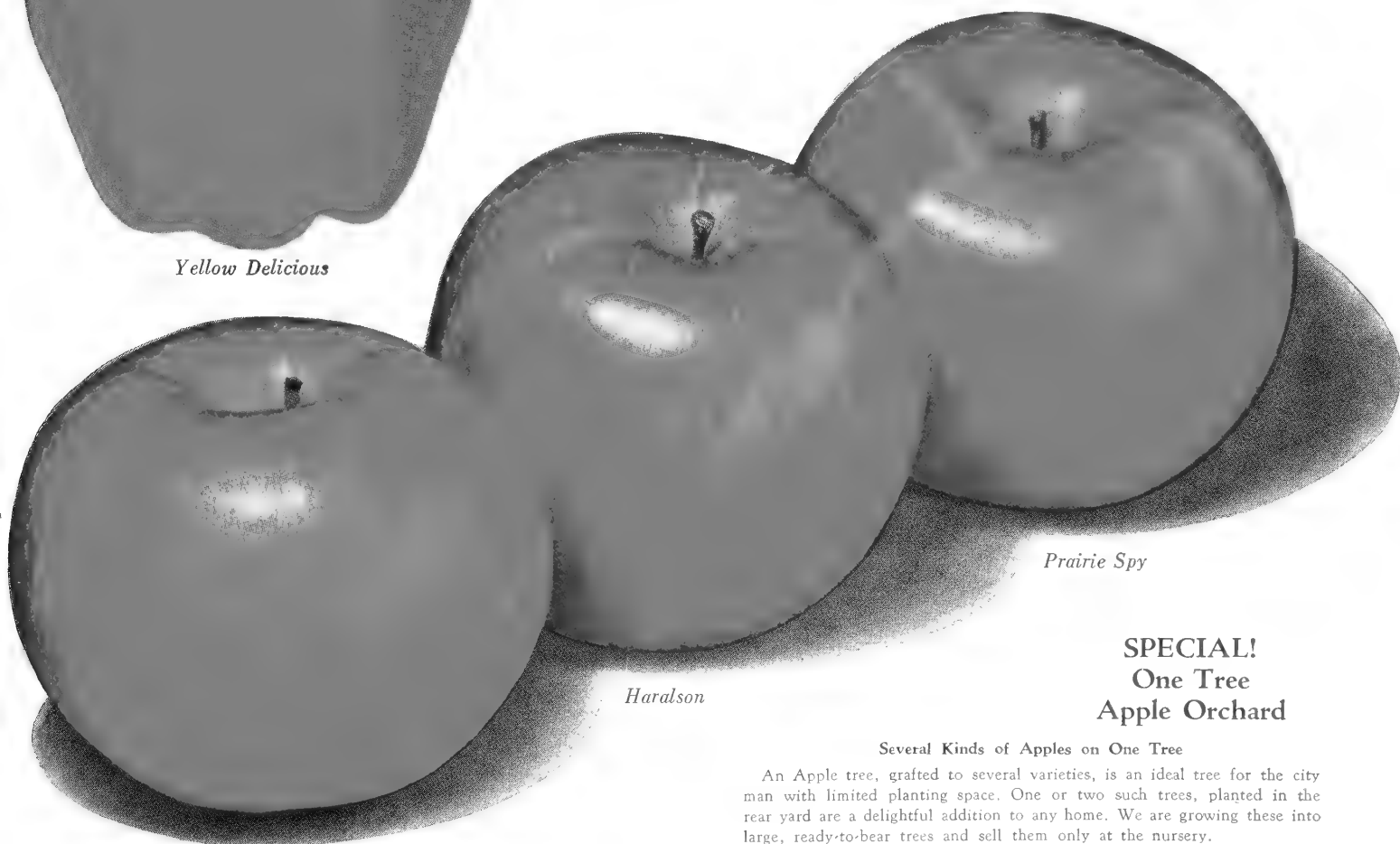
JONATHAN. Medium, roundish; yellow, nearly covered with red; fine grained, tender and finely flavored. Nov. to Feb. For southern Wisconsin only.

HARALSON. One of the first introductions of the Minnesota Fruit Breeding Farm. It has become a very popular and dependable variety throughout the North because it bears early, regularly, and heavily; fruit is medium size, and of an attractive red color. Flesh is crisp, tart and juicy. Its eating qualities, like that of all late winter-keeping Apples is only fair; but it can't be beat for pies and sauce. Finally, it keeps well all winter. BEST WINTER APPLE FOR THE NORTH. Plant liberally of Haralson—It's a sure bet.

See picture on this page.



Yellow Delicious



Haralson

Prairie Spy

Perkins

SPECIAL! One Tree Apple Orchard

Several Kinds of Apples on One Tree

An Apple tree, grafted to several varieties, is an ideal tree for the city man with limited planting space. One or two such trees, planted in the rear yard are a delightful addition to any home. We are growing these into large, ready-to-bear trees and sell them only at the nursery.

Plan Your Planting for Best Results

**McKAY'S
"HOME ORCHARD"
SUGGESTIONS ON PAGE 46
WILL BE A HELPFUL GUIDE
OR
CONSULT THE McKAY
REPRESENTATIVE**

WINTER APPLES—Cont.

➤ **NORTHWESTERN GREENING.** An old variety, very popular in Wisconsin. The fruit is very large, of a greenish yellow color, which keeps into spring. Flesh yellow and firm. Flavor sub-acid. An old variety but still the favored baking and pie Apple. Hardy throughout Wisconsin.

➤ **PERKINS.** Originated by T. E. Perkins of Red Wing, Minnesota. The fruit is large, dark deep red and round as a ball. Flesh fine grained, tender, juicy, good quality and delicious flavor, and keeps until March. Tree vigorous, a good grower, heavy annual bearer. One of the best varieties for the North. See picture on page 37.

➤ **PRAIRIE SPY. "A MINNESOTA SPY."** This beautiful red Apple, keeping until June, is of exceptionally high quality. Both in quality and appearance it suggests the Northern Spy. It is the best quality Apple that is available in late winter and early spring. It is very hardy, vigorous and productive. Because it bears so heavily, the fruit is only of medium size; a thinning of the fruit on the tree in midsummer would make for larger sized Apples. Most growers, however, do not consider this a bad fault, because a variety that requires some thinning generally produces maximum crops. A heavy cropper of firm, high quality, long keeping Apples. Prairie Spy is for people who appreciate the best.

See picture on page 37.

➤ **TOLMAN SWEET.** Medium sized Apple of a pale yellow color. Flesh white, fine grained, juicy and sweet. Nov. to March. Plant in southern Wisconsin only.

➤ **TURLEY WINESAP.** An improved Winesap because it bears earlier, usually in 5 to 6 years after planting. The fruit is better colored than its parent, being a rich red and is larger in size. Flesh slightly greenish, tinged with yellow; fine grained, tender, juicy, aromatic and mildly sub-acid. Like the Winesap, its quality is the best. Tree is vigorous and productive. Keeps until April.

➤ **VICTORY.** A "BETTER McINTOSH." This Apple has the same aromatic qualities of the McIntosh and Cortland but the tree is much hardier. Therefore, can be grown in the central and northern part of Wisconsin where McIntosh does not do well. The fruit colors better, keeps longer (into February), hangs better and is more resistant to scab. The tree is a regular bearer.

➤ **WINDSOR CHIEF.** Fruit of medium size and brownish red in color. Flesh yellowish in color, of a pleasant sub-acid flavor and fair to good eating qualities. Tree is a reliable cropper, yielding moderate crops annually. Keeps into spring, and considered hardy throughout Wisconsin.

CRABS

Crab Apples

The hardy and improved varieties of Crab Apples that we offer are of par excellence for making jellies, sweet pickles and preserves. A few of these should be in every home orchard. All varieties are extremely hardy anywhere in Wisconsin, and thus furnish a much needed supply of fruit, in those northern sections where little fruit can be grown.

➤ **CHESTNUT. MINNESOTA No. 240.** This is a large sized Crab, ripening in September. The color is a yellowish bronze, marked with red. The flesh is crisp and juicy with a pleasant spicy flavor. We recommend this Crab because of its excellent eating qualities and its usefulness for sauce and pickles. The trees are hardy and productive. It will keep about 2 months. See picture below.

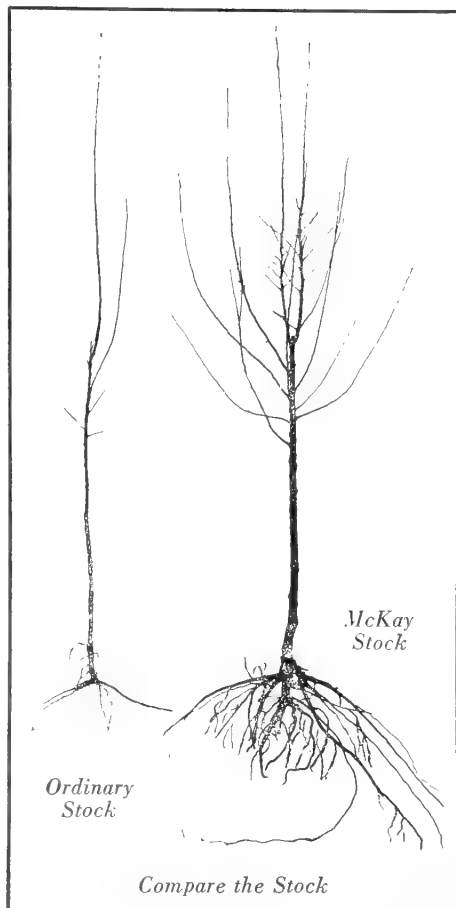
➤ **DOLGO.** Fruit hangs in big clusters and is fiery red. The ideal jelly Crab, jellifying perfectly even when dead ripe. Bears young and abundantly. Extremely hardy and free from blight. A shapely tree, beautiful in flower and in fruit. It makes a very good tree for ornamental purposes. Sept. to Oct.

➤ **HYSLOP.** A large deep crimson Crab, covered with a purplish bloom. Yellow flesh. Tart, but of good quality. Fine to eat fresh and for all kinds of canning. Tree hardy, vigorous, and a good bearer. October.

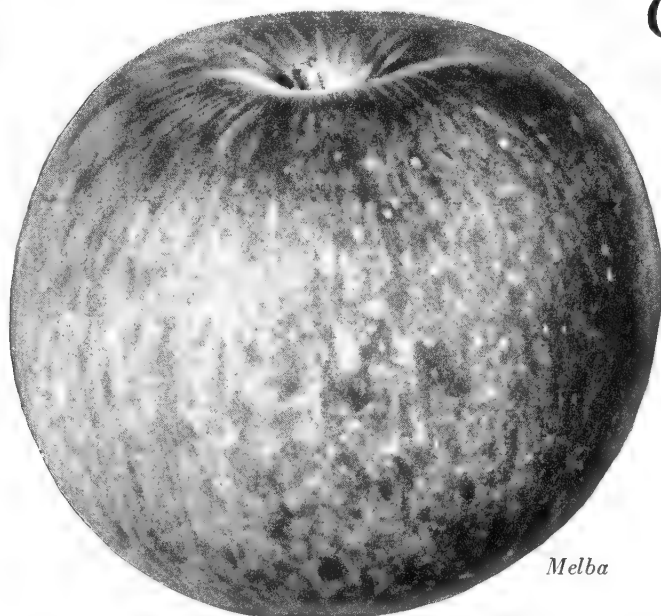
➤ **RED SIBERIAN.** Large, strong grower; pale red-yellow; good quality. Tree large; young bearer; a good jelly Crab.

➤ **TRANSCENDENT.** A beautiful variety of Siberian Crab. Red and yellow. A good jelly Crab. Tree is a bad blighter in Southern Wisconsin. September.

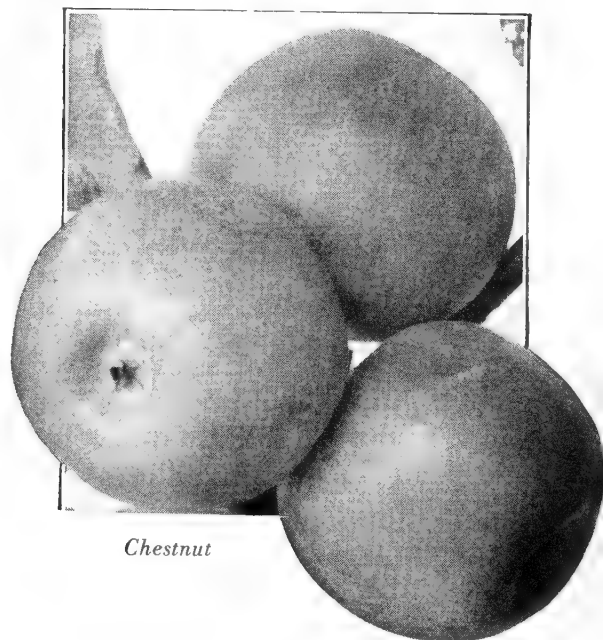
➤ **WHITNEY.** (Whitney No. 20). Fruit large to very large for a Crab. Color yellow, striped with red, with red covering most of the surface on the sunny side. Flesh yellow, very juicy and fine grained. Flavor rich and almost sweet. One of the best all-around Crabs for either eating out of the hand or for pickling and sauce. Very hardy in Wisconsin.



It's not a Farm without an Orchard



Melba



Chestnut



Monitor

McKAY'S Big Luscious Plums

McKay's luscious Plums have kept pace with the remarkable developments that have marked the recent introductions of new Plums for the Northwest. We carry a very fine assortment of these new improved Plums. We believe them to be the best that have been developed to date. You

can now grow Plums just as large, fine looking and delicious as the shipped-in California Plums. McKay's luscious Plums are easily grown. For best results they should be sprayed at least twice a season. They should be planted 5 to 10 trees in a cluster, of several different varieties. The varieties are all distinct in flavor and differ in time of ripening. Thus you spread the enjoyment of eating and canning Plums over a long period of time.

MONITOR. A Minnesota Experiment Station development. Large round fruit, 1½ to 1¾ inches in diameter. Firm yellow flesh covered by a dull bronze-red skin. Clingstone. Very good quality. Tree is vigorous and productive. Hardy as far north as the Twin Cities. Very promising as a market Plum.

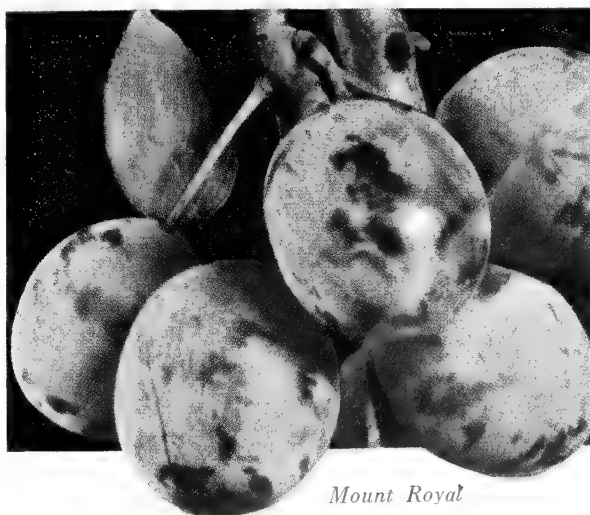
PIPESTONE. A delicious new Plum from the Minnesota Fruit Breeding Farm. It is a large red Plum, nearly as big as Superior. Ripens midseason, usually about the 2nd week in August. The flesh is solid, juicy and sweet. It is a clingstone. It is particularly good for canning. The tree is medium productive and hardy throughout Wisconsin.

KAHINTA. Large fruit 1½ to 2 inches in diameter; color red; yellow firm flesh, with a small pit. Delicious flavor. A good fruiter. A South Dakota origination.

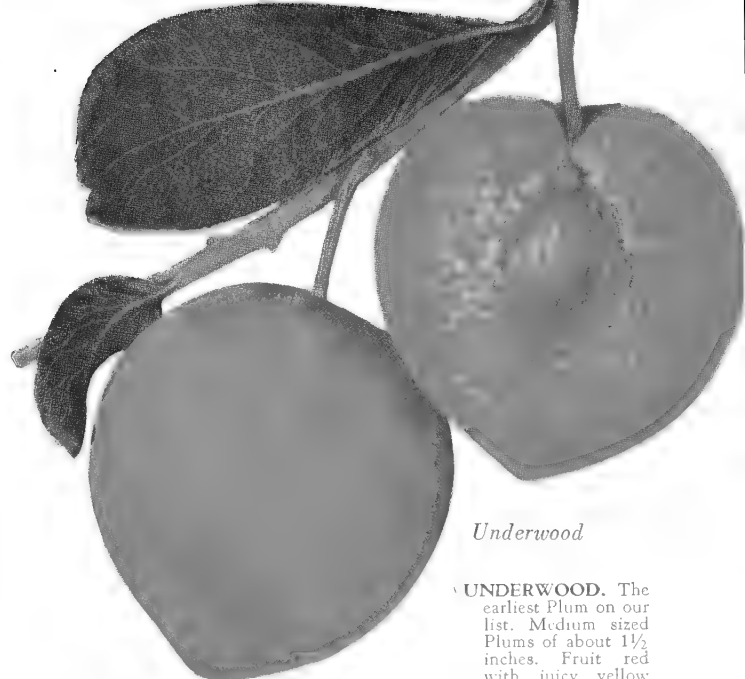
EMBER. A large yellow Plum, blushed with red, ripening later than other Plums. They hang well to the tree after ripening and keep for 2 or 3 weeks after harvest. Like most of the other good Plums that we have for Wisconsin, this variety was developed at the Minnesota Fruit Breeding farm, where it was on trial for over 20 years. The tree is vigorous, broadly spreading, and very productive. The fruit is oval, medium to large, with a strong adherent stem. Flesh is rich yellow, firm, meaty, tender and juicy. Flavor is sweet and pleasant. Quality "good to very good." Medium sized clingstone. It is an exceptionally fine canning and preserving Plum, with a fine skin, cooking with no trace of bitterness from the skin left in the sauce. Ripens late, through September, often hanging as late as October. See picture below.

PLANT PLUM TREES IN GROUPS OR CLUSTERS

Plums fruit the best when several varieties are planted in a group. Being cross fertilized, the different trees pollinize each other, and so set more and develop better fruit. We also grow a special pollenization tree, which has proven to be a good pollinizer for other varieties. This variety should be planted in the middle of this cluster.



Mount Royal



Underwood

UNDERWOOD. The earliest Plum on our list. Medium sized Plums of about 1½ inches. Fruit red with juicy yellow meat, of good quality. Small clingstone pit. Fruit hangs well and ripens over a period of 2 weeks, from about August 1st to 15th. One of the strongest growing trees on our Plum list. An annual bearer. Can be planted reasonably far North. See picture above.

TOKA. A cross between the American Plum and the fragrant Apricot of China. One of the finest flavored Plums. The tree is very strong and vigorous. Bears early. The fruit is medium sized, dark red in color, very handsome, firm, and a good shipper.

RED GLOW. Another new introduction from the Minnesota Fruit Breeding Farm. It is a large and firm Plum and of very good quality. Clingstone.

WANETA. A medium to large sized Plum developed by Prof. Hansen of the South Dakota Experiment Station. A red Plum, 1½ to 1¾ inches in diameter, of delicious flavor and quality. Prolific bearer.

SUPERIOR. We think this is the best Plum developed by the Minnesota Experiment Station. Fruit is of large size, running to 2 inches in diameter. Flesh is yellow, firm, meaty and of the finest quality. It can be peeled like a Peach. Clingstone. Ripens over a long period of time, which makes it desirable for either home use or market. An annual and prolific bearer and a long lived tree. It has also shown itself a good pollinizer for several of the other varieties. It is worthy of its name—Superior. See picture below.



Superior

PRUNE-PLUMS

MOUNT ROYAL. A blue Plum that was adopted from Canada. Probably the most promising blue Plum that we have ever had. The fruit is of a beautiful blue color, of good quality, and freestone. It is especially good for preserving and jam. The trees are very productive and apparently self-fertile. Ripens about August 20th.

WISCONSIN PRUNE. Introduced by the University of Wisconsin in whose orchard it had done exceedingly well for over 10 years. The fruit is of medium size. Green flesh, covered with a dark blue skin. Freestone. The flavor is excellent. Heavy cropper. Recommended for southern Wisconsin where it is satisfactory for either home use or for commercial growing.



Ember

McKAY'S Choice Cherries

Hardy Varieties (Sour Cherries)

MONTMORENCY, LARGE. Tree is hardy and a heavy bearer; commences to fruit while young, and is loaded annually with fine crops. Fruit very large, fine flavor, shining red; a week later than Early Richmond; finest acid Cherry. Probably the most popular variety of the central states, where it is the hardiest Cherry of its size.

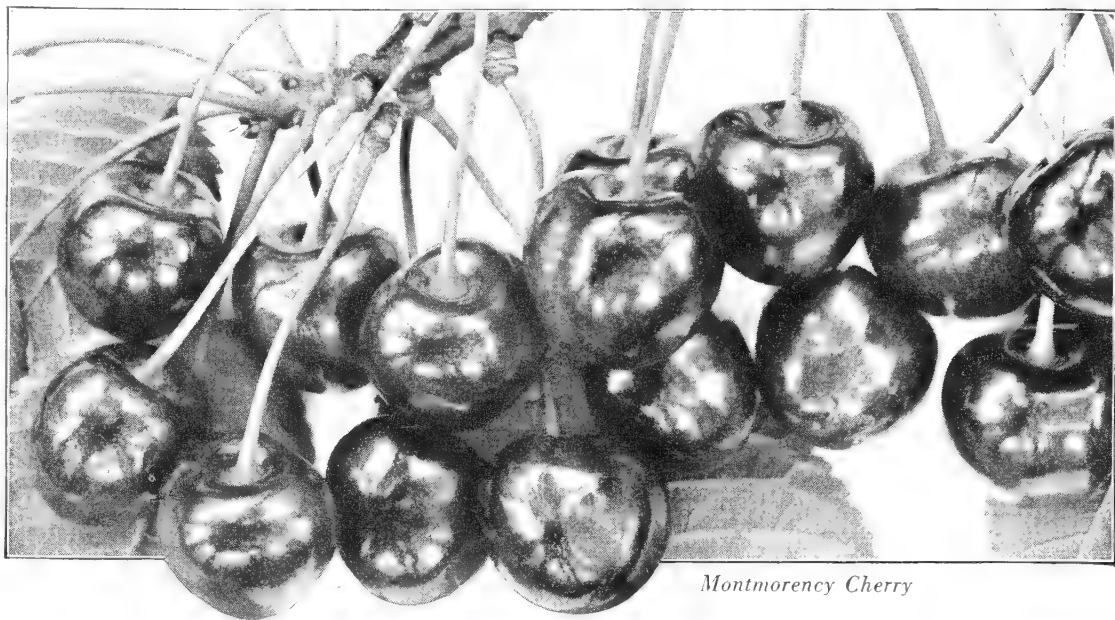
EARLY RICHMOND. Exceedingly productive and very regular in bearing. The fruit is dark red, medium to large, and of a sprightly and characteristic flavor. Unsurpassed for pies, puddings, and other similar uses. June.

The following variety is more hardy and, therefore, can be planted farther north (central Wisconsin).

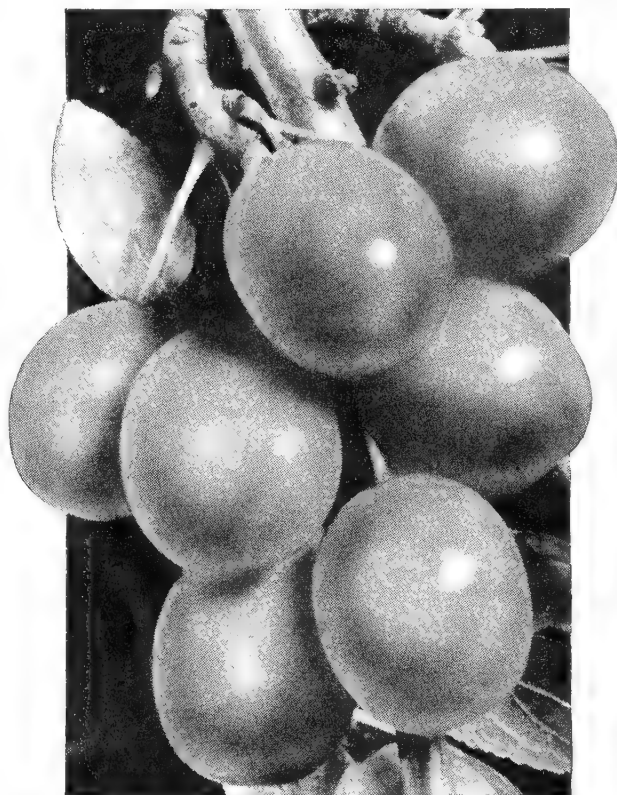
ENGLISH MORELLO. An old and popular variety. Tree rather dwarf and slender. Fruit large, very dark red; flesh tender, juicy, sprightly acid, rich. July.

Cherries are one of the most dependable of fruits. They bear early and produce great crops each year. Every home owner, whether in city, village or country, can plant Cherries.

Every housewife likes them for canning. They are most resistant to insects and diseases. Cherry trees can be used as ornamental trees as well as orchard trees.



Montmorency Cherry



Oka Cherry Plum

Hardy Cherry Plums

These are the hybrids that were developed to stand the hard winters of Northern Wisconsin. They are the result of cross-breeding work done by the Minnesota and South Dakota Experiment Stations, to develop Cherries that would grow in sections where regular Cherries are not hardy. They ripen in August, have a small pit, and produce a fair quality of fruit. They are especially good for jellies, jams and preserves. All are dwarf trees and heavy annual bearers.

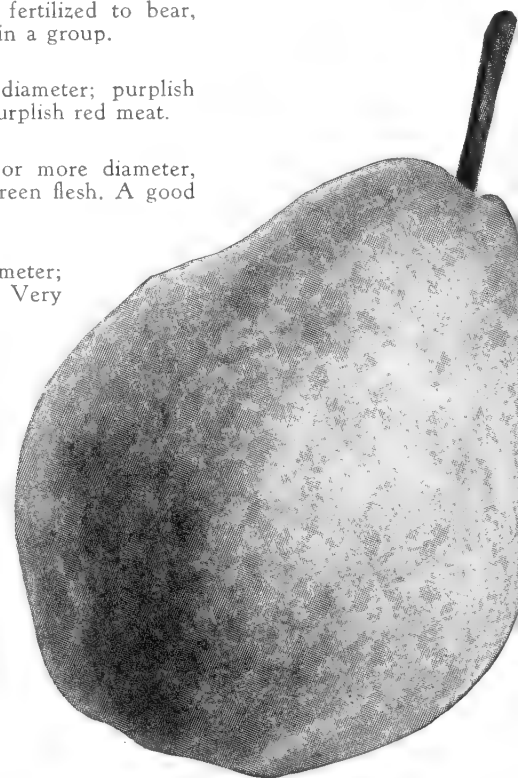
These hybrids must be cross fertilized to bear, therefore, plant several varieties in a group.

OKA. Fruit is round, 1 inch diameter; purplish black skin, with a rich juicy purplish red meat.

OPATA. Fruit oblong, 1 inch or more diameter, dark purplish skin and firm green flesh. A good grower.

SAPA. Fruit round, 1 inch diameter; purplish red skin and meat. Very juicy.

Flemish Beauty
Pear



*Plant Cherry Plums in
Sections of State where
Sour Cherries do not Grow*

McKAY'S Selected Pears

Very Hardy Varieties

This class of Pears are such as have been developed in Minnesota, for the colder sections of the Northwest. They are somewhat smaller than those listed in the semi-hardy group. A little thicker skinned, possibly coarser grained and not quite as high a quality. Still they are Pears of reasonably good eating qualities, and as good as any of the semi-hardy varieties for canning purposes. They are the hardest Pears that have been developed so far, and are especially recommended for the central and northern part of Wisconsin.

- ✓ **BANTAM** (MINN. No. 3.) This Pear, though small in size, makes up in quality what it lacks in size. Fruit is small, greenish yellow with a bronze blush much like Seckel. This Pear is as hardy as a Duchess Apple and can be grown anywhere the Duchess succeeds. It ripens early.
- ✓ **PARKER.** The fruit is of medium size, attractive in appearance and of the very highest quality. The color is a clear yellow, with a pink blush. The flesh is tender, medium grained and juicy. The tree is large and vigorous, but subject to fire blight in some years.

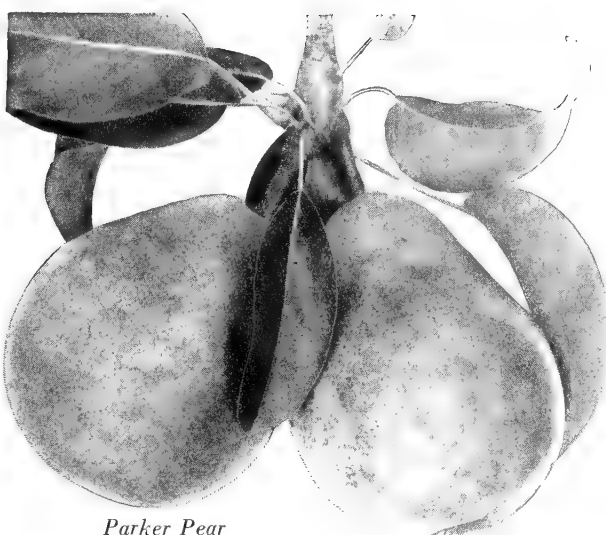
Semi-Hardy Varieties

These are the well known Pears typified by the Bartlett, that are shipped in from Michigan, California and other states. While of the highest quality, they generally are not hardy in Wisconsin. They should be planted only in favored regions of southeastern Wisconsin; probably south of a line from Dubuque through Watertown to Milwaukee.

- ✓ **BARTLETT.** Large, buttery and melting with a rich flavor. Sept.
- ✓ **ANJOU.** A large russet-colored Pear. Ripens in October and keeps into December. Good quality.
- ✓ **CLAPP'S FAVORITE.** Precedes Bartlett, which it resembles in size, shape, color and flavor. It is the first Pear on the market. Large, pale lemon-yellow fruit with brown dots. Fine texture, juicy, buttery, with a rich, sweet, delicate vinous flavor. Tree hardy and productive. Thrives where other varieties fail.
- ✓ **DUCHESS.** Fruit large, of a dull greenish yellow. Good flavor and juicy. Sept.
- ✓ **FLEMISH BEAUTY.** A large, beautiful, highly flavored Pear. One of the hardier varieties for planting in southern Wisconsin.

See picture on page 40.

- ✓ **KIEFFER.** The familiar canning Pear shipped in from Michigan. It is the hardest of this class of Pears and can be planted more extensively. Ripens in October and keeps into winter.
- ✓ **LAWRENCE.** Lawrence is a medium sized, early, winter Pear, green in color when picked but a bright lemon-yellow when it has ripened to the eating stage in storage. It has good keeping quality in common home storage. It is at its best in December and January. The tree is moderately vigorous and bears annually. It is a high quality early winter eating Pear for Southern Wisconsin home orchards. Quite hardy south of a line from LaCrosse to Portage, Wisconsin, and south and east of a line from Portage to Green Bay, Wisconsin.
- ✓ **SECKEL.** A beautiful and delicious little Pear. One of the richest and highest flavored Pears grown. Tree dwarf. Worth trying in the more favored sections of southern Wisconsin.
- ✓ **WINTER NELLIS.** The fruit is completely russeted, small to medium in size, of excellent eating quality when ripe, very sweet and juicy. It is in season in January and will keep well in common storage until March. The variety fills a place in the home orchard since it extends the season of good eating Pears better than any other variety. The tree grows very willowly especially while young. Quite hardy south of a line from LaCrosse to Portage, Wisconsin and south and east of a line from Portage to Green Bay, Wisconsin.



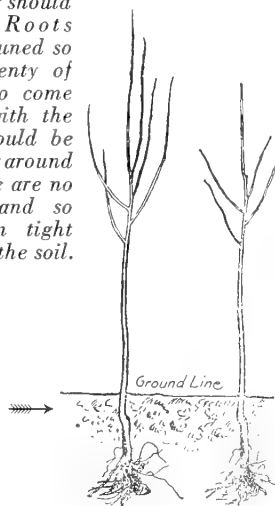
Parker Pear

How to Plant

Proper planting, pruning and watering are essential to the success of nursery stock. The ground should be plowed or spaded deeply. Holes should be large enough so the roots can be spread out without crowding. Lots of water should be used. Roots should be pruned so there are plenty of fresh ends to come in contact with the soil. Soil should be packed firmly around roots so there are no air spaces and so roots are in tight contact with the soil.

NOTE
Fruit tree as it comes from our nursery

And the same tree properly pruned at planting time



PRUNING: Part of the top of the tree must be pruned at time of planting so as to reduce the amount of top the roots have to feed while they are getting established. See illustration.

WATERING: Surface sprinkling does very little good. Take nozzle off hose and let water run around plant until ground is thoroughly soaked for a depth of 12 to 18 inches. Never let ground dry out.

MULCH: A mulch of hay, leaves, grass clippings, etc., around the base of the plant helps to conserve moisture.

FERTILIZER: Should be placed on top of the ground and worked in with a hoe. Never put fresh manure in the hole, for if it comes in contact with the roots it will burn and kill them.

Peaches

The standard varieties of Peaches as grown in other states are not hardy in Wisconsin. We grow and recommend the following three varieties of Peaches, as being more hardy and worth trying, in the more favored sections of the southern half of the state.

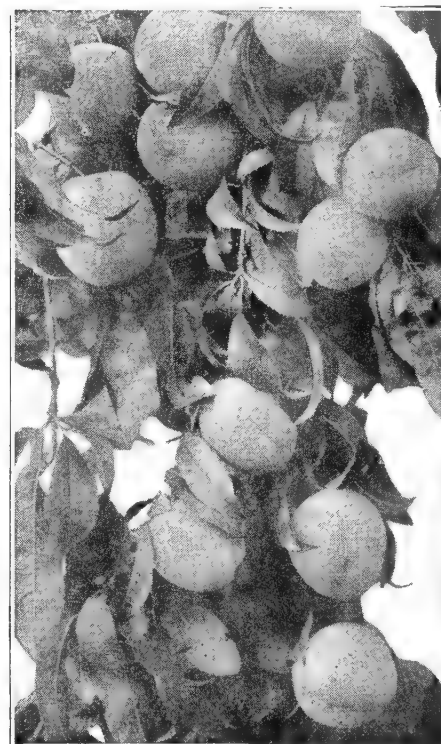
✓ **BALMER.** An excellent Peach that appears to be as hardy as any we know of. Large, firm, of excellent quality and freestone. This Peach came to our attention a few years ago as a chance seedling on a farm near our nurseries, having survived several severe winters without apparent injury.

✓ **MARQUETTE.** A dwarf Peach originated in Northern Michigan. Fruit is medium size, red cheek, yellow flesh. Fine flavor and excellent quality. Freestone. In our trial orchards it bore the third year after planting. Worth trying.

✓ **POLLY.** A Peach with white meat, and of very high quality. It has a wonderful flavor for eating and is excellent for canning. The tree is a good producer. Said to be very hardy.

Mulberry

✓ **RUSSIAN MULBERRY.** The fruit is highly prized by the birds and it performs a valuable service by keeping them away from the garden. These are sometimes classed among ornamental trees on account of their fine foliage and form. For the North, the Russian variety is the only one that should be planted.



Heavy Fruiting Branch of
Marquette Peach

McKAY'S Heavy-Bearing Raspberries

The McKay Heavy-Bearing Raspberry is the King of the small fruits, a fruit that should be planted by almost everyone, essential in the small lot, and decidedly profitable for the commercial grower. Delicious when eaten raw and a top-heavy favorite for canning and preserves.

Raspberries should be planted in rows 5 to 7 feet apart and about 4 feet apart in the row. A good loam soil is generally the best soil in which to plant them. The ground should be kept well cultivated and free from weeds. Most of the suckers should be kept cut out and old canes should be removed immediately after the bearing season.

RED

INDIAN SUMMER. A fall-bearing or so-called everbearing Red Raspberry bearing 2 crops of fruit. The summer crop ripens early (before the regular varieties). The autumn crop starts early in September and continues until heavy frost. The berries are large, conical in shape, medium red, rather soft, crumble slightly. The fall crops, which you want the most, are heavier than the earlier ones.

LATHAM. Originated at the Minnesota Fruit Breeding Farm. It is hardy, a strong grower and disease resistant. The fruit is exceptionally large, often running an inch in diameter. Color a rich dark red, is juicy and has a flavor of the highest quality. Starts bearing about midseason and ripens over a long period. A very heavy bearer. The best commercial variety. The stock which we offer originally came from the originator so we can supply our customers with the genuine Latham. The Raspberry that has no equal for the North. See picture above.

TAYLOR. The New York Experiment Station introduced this new variety. The plants are unusually vigorous, hardy, productive, and tall growing. The sturdy canes hold the berries well off the ground. The berries ripen shortly before Latham, are large, long conic, bright attractive red, thick fleshed, sub-acid and of excellent quality. Considered the best new Red Raspberry introduction since the Latham.



*Latham
Raspberry*

RED—Continued

SUNRISE. An early Raspberry ripening a week earlier than the standard varieties. The berries are a bright red color and medium to large in size. They are firm, fine textured, juicy, non-crumbling, and of the highest quality. The plants seem to be very disease resistant and extremely hardy; which, added to their earliness and high quality of fruit, should make them the coming Raspberry. See picture below.

PURPLE

SODUS. Very large berries; medium purple in color, sprightly and of good quality; exceptionally good for canning. The plants are very vigorous, very productive and hardy. It yields a good crop every year, being quite resistant to drought. Ripens shortly after the Red Raspberries. Coming from the New York Experiment Station, it seems to be the most promising Purple Raspberry we have ever been able to offer our trade. Hardy in southern and central Wisconsin.

BLACK

CUMBERLAND. The "Business Black Cap" because it succeeds on all soils and produces its big crop of fruit year after year. The berries are large, glossy black, of good quality, flavor and appearance. A good berry for either home use or market. Midseason.

NEW LOGAN. The Michigan Experiment Station claims it to be the most promising Black Raspberry ever tried there. New Logan ripens 10 days earlier than the Cumberland, the berries are larger and the yield heavier. It is disease resistant and a good grower. The fact that it ripens 10 days earlier makes it a certain money-maker for you. See picture below.

PLANT AMERICA

*Plant Raspberries
for Pleasure
and Profit*



Sunrise



*New
Logan*

McKAY'S Blackberries

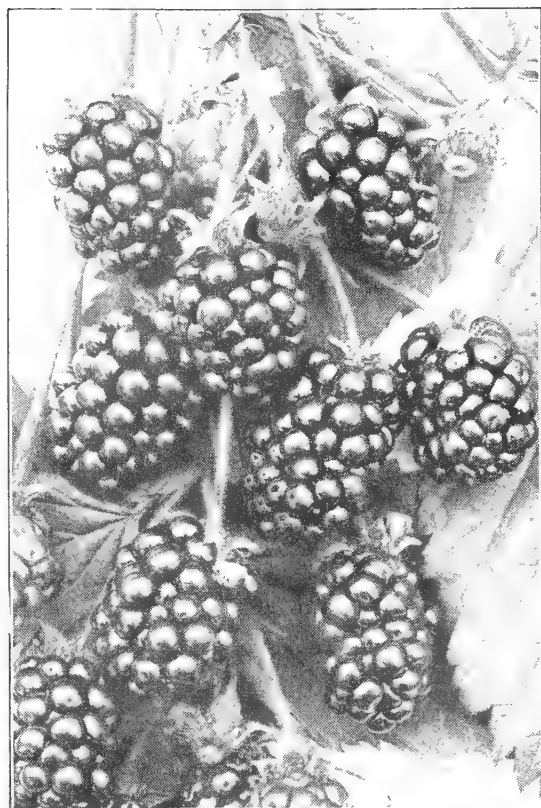
The Blackberry is a native fruit in all the northern states. For best results they should be bent over to the ground and covered with a mulch of hay or straw for the winter. The following cultivated varieties are recommended.

^ **ALFRED BLACKBERRY.** A new, hardy Blackberry. Alfred is a vigorous grower that will produce a crop the year after planting. The fruit is much larger than the regular Blackberry, small seed, almost coreless and very sweet and juicy. Alfred starts bearing about 10 days earlier than the Eldorado and is perfectly hardy, having stood through temperatures of 30 degrees below zero without showing any sign of injury.

^ **ELDORADO.** The berries are large, coal-black, flavor sweet and melting, and have no hard core. Very firm and therefore an excellent market variety.

FREE PLANTING INSTRUCTION BOOK

Is furnished with every nursery stock order we ship out. It gives full instructions for planting everything we sell.



Alfred Blackberries

McKAY'S Currants

The Currant is one of the most valued of the small fruits. Being very hardy, they do not winter-kill and are easy to cultivate, requiring little care. They can be grown in any garden soil, and they like a little shade. Give good cultivation and plenty of manure. Thin out in the center and do not have more than 4 or 5 bearing canes at a time. After the bush is 4 or 5 years old, remove one of the old canes each year and leave one of the stronger new sprouts.

^ **CHERRY.** Bush vigorous, stocky and compact; clusters rather short, fruit medium large; color bright red; very thin skin; juicy and fine flavor; one of the most productive.

^ **PERFECTION.** Berry bright red and large. The clusters average long and the size of berry is maintained to the end of bunch. A rich, mild sub-acid flavor with plenty of pulp and few seeds.

^ **DIPLOMA.** A new variety that is proving very satisfactory. The fruit is as large or larger than the Perfection. Plant is a splendid grower and produces a good crop of large, red, good quality fruit.

^ **RED LAKE** (Minnesota No. 24). A new Currant originated at the Minnesota Fruit Breeding Farm. It has been thoroughly tested throughout the Northwest and has proven to be of superior quality and productiveness. It is exceptionally large with long well filled clusters. Ripens early midseason but has a long bearing period. It is an excellent market berry.

^ **WHITE GRAPE.** Bush vigorous, somewhat spreading, productive; clusters long; berries large; of very attractive color, mild flavor and good quality; a good table variety.

^ **WILDER.** A remarkable variety. One of the best grown. Very productive; bunches and berries large; splendid quality. Should be largely planted for home and commercial purposes.

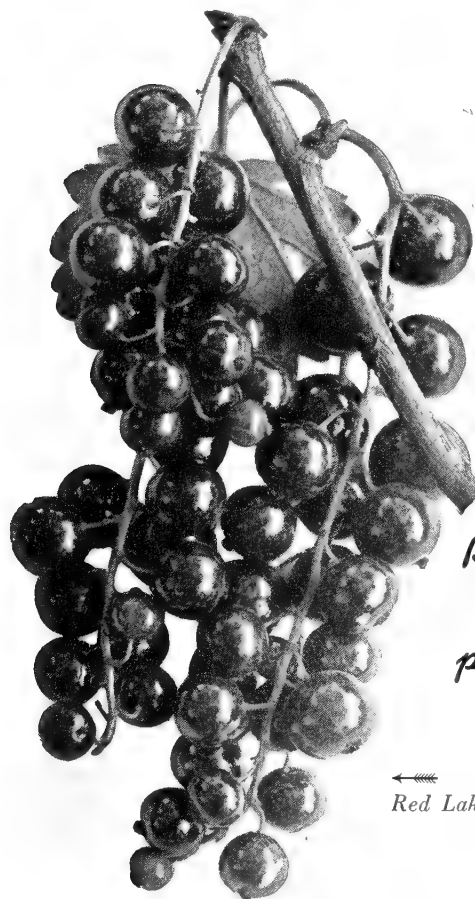
GOOSEBERRIES

The Gooseberry, like the Currant, is a favorite in the northern fruit garden. Gooseberries are grown with but very little care. All they require is some attention to fertilizing and cultivation, with an occasional spraying.

^ **DOWNING.** Large and handsome, pale green berry; of splendid quality for dessert or cooking. Bush vigorous and exceedingly productive. An excellent sort for family use and most profitable for market.

^ **PIXWELL.** A new variety from North Dakota. It is almost thornless and "picks well" because the large fine quality berries hang on slender stems an inch below the branches. It bears very young. The fruit is a light red when ripe.

^ **POORMAN.** The largest sized red, best flavored and most attractive Gooseberry yet introduced. Of all the Gooseberries we have ever seen, this is the largest; in fact, it is mammoth. It was developed at the Geneva, N. Y., Experiment Station, and is considered a great improvement over any of the older varieties. The bushes grow quite tall, are very productive, vigorous, and healthy. This is a splendid Gooseberry in black loam and heavy clay soils.



*Consult
the McKay
Representative
for your
planting needs*

→
Poorman Gooseberry

←
Red Lake Currant



McKAY'S Juicy Grapes

Let McKay's juicy Grapes tempt every home gardener because they require surprisingly little cultivation and the abundant returns are ever welcome. Grapes have been constantly improved during the past years, and are not only favored by the commercial grower, but possess a charm for the farm and home garden.

They require but little space and they can be trained over fences, trellises or doorways, and thus be ornamental as well as edible. Grown for market, they can be planted on hillsides that are not suited for other crops. In all cases, however, they should have a free exposure to the sun and air.

BETA. A cross between Carver and Concord; perfectly hardy, productive; fruit of medium size; early. The principal value of this Grape is in the extreme North where it will stand without protection.

BRIGHTON. (Red.) Bunch medium to large; quite compact; flesh rich, sweet and best quality; color dark crimson or brownish red; vine vigorous and hardy.

CACO. A new variety originating in Delaware and widely heralded as the very best red Grape known. Its name is a combination of Catawba and Concord, from which two standard sorts it was derived. The vines are strong and vigorous, as yet untouched by disease of any kind. The fruit is very large and handsome, complete bunches; in color a rich wine-red over amber. Exceptionally early bearing, usually showing several good sized bunches the second year. Its flavor is luscious, sweet, delightful, distinctive.

CONCORD. (Black.) Too well known to need description; is considered by many to be the best all-around Grape grown. Is extremely hardy, vigorous and productive; bunches large, compact.

DELAWARE. (Red.) One of the best red Grapes; bunch small and compact; berry small, round, beautiful light red; flesh rich, sweet and delicious; best quality. A good market Grape.

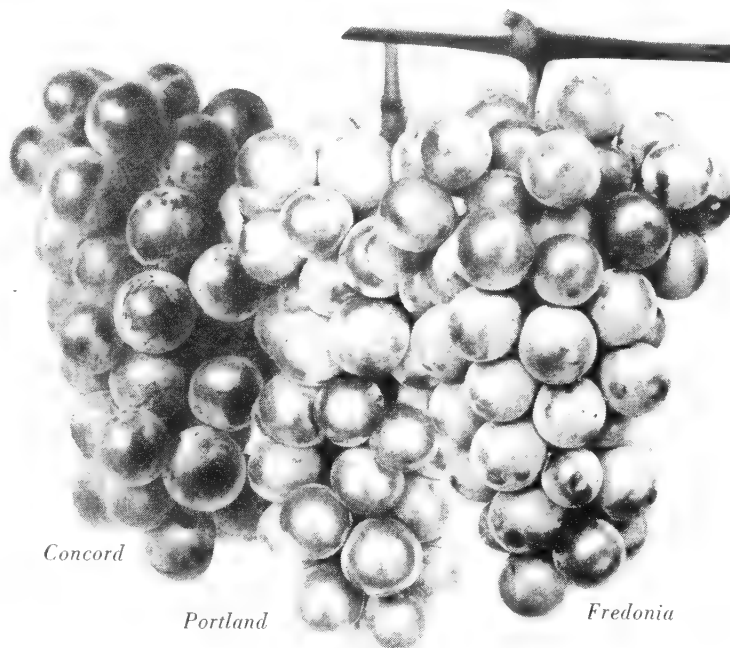
WORDEN. (Black.) Said to be a seedling of Concord, and is a slight improvement on that variety; ripens a few days earlier; bunch large and compact.

FREDONIA. A new introduction that gives promise of being the earliest good Black Grape. It ripens its fruit 2 weeks earlier than Worden. The vine is vigorous, hardy and productive. The bunches of fruit are medium in size, cylindrical and compact; the berries are large, round and persistent, the skin is thick and strong, the flesh is juicy, solid but tender, and the quality very good. Fredonia stands alone as an early black Grape.

MOORE'S EARLY. (Black.) Bunch large, berry round with a heavy blue bloom; quality considered better than Concord; hardy and prolific; a good market berry; ripens about 2 weeks before Concord.

NIAGARA. The vine is a strong grower, healthy and prolific; bunches large, uniform and compact; berry large; skin greenish white, slightly ambered in the sun; quality good. Ripens with Concord. It is a good shipper and market Grape.

PORTLAND. (White.) Ripens earlier than any known Grape. Berries are very large and have a beautiful yellowish color. Quality is excellent. Vines are extremely hardy and productive.

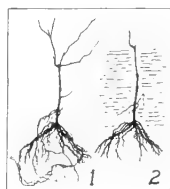


Care and Pruning of Grapes

A. SOIL. Grapes prefer a fairly open soil such as a black loam, heavy sandy loam or gravelly clay. The soil should be heavily manured to provide the necessary fertility and organic matter.

B. SITE. A gentle slope to the south or east is best, to provide the necessary soil warmth and enough air drainage to reduce early fall frost injury.

C. PLANTING. Starting with McKay's strong two-year-old plants. (See Fig. 1.) Plant in rows 8 feet apart. Plant deeply and firmly. (See Fig. 2.) Prune top of plants by cutting off all but one cane and leaving that with only 2 buds. (See Fig. 2.) Most growers let the shoots run along the ground the first season.



D. TRELLIS. Some time during the year, build a support. This can be a two-wire trellis, with posts 16 feet apart and wires 2½ and 5 feet above ground. Use heavy telephone wire.

E. PRUNING. At end of first year, between November and March, remove all shoots except one, which will now be tied upright to the two wires and be left to form the trunk. Cut this off at top wire. (See Fig. 3.) This trunk will now grow many shoots the following year. (See Fig. 4.)

F. PRUNING AT END OF SECOND YEAR. Select four of the strongest shoots for tying to the wires; cut these back to about 6 buds each. (See A in Fig. 5.) These will henceforth be called canes. Save two more shoots, one below each wire, and cut these back to 2 buds. These are now called spurs. (See B in Fig. 5.) These spurs are left for producing future renewal canes. All other shoots should be removed. Tie above canes loosely.

G. BEARING WOOD. Grapes bear on the first 3 or 4 buds of all new shoots which grow off of last year's canes. These shoots will start growing in early May; will have made enough growth by late May to form 2, 3 or 4 flower buds, which will then blossom and grow fruit that season. (See Fig. 6.) This shoot will continue growing the rest of the summer into a cane. These fruit-bearing shoots will come on the second year, and each year thereafter.

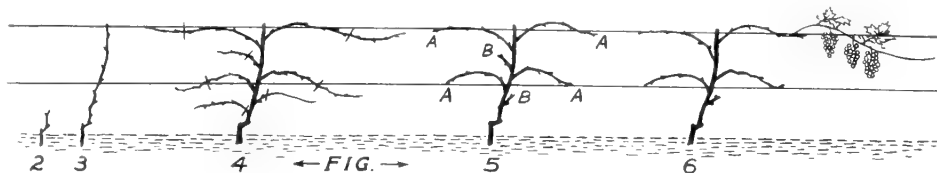
H. PRUNING IN AFTER YEARS. (Nov. to Mar.) Consists in selecting shoots of the current year's growth to make replacement canes for tying to the wires for next year's fruiting. These shoots are again cut back to about 6 or 8 buds as described in paragraph F. Likewise 2 spurs are left

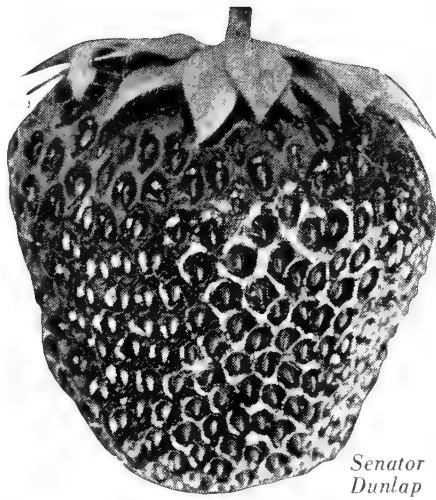
for growing the next year's replacement canes; while all other shoots as well as last year's fruited canes are removed. In selecting canes in these later years, it is desirable to select those nearest the trunk.

K. 3-WIRE TRELLIS. Many Wisconsin Grape growers prefer a 3-wire trellis instead of the 2-wire system described above, thinking that they get more fruit per plant. If you want a 3-wire trellis, attach wires 2½, 4 and 6 feet above ground. The same pruning instructions described above will apply, except that you will prune for 6 canes (for tying to the 3 wires) and 3 spurs, instead of the 4 canes and 2 spurs discussed.

L. WINTER PROTECTION. We recommend that the standard varieties of Grapes be covered in Central and Northern Wisconsin. This applies to all varieties except Beta, which is hardy in that region.

Prune your Grapes in the fall after they have ripened. This removes all surplus growth and makes it easier to handle the plant. To cover, remove canes from wires; bend the trunk over to the ground and cover canes with dirt.



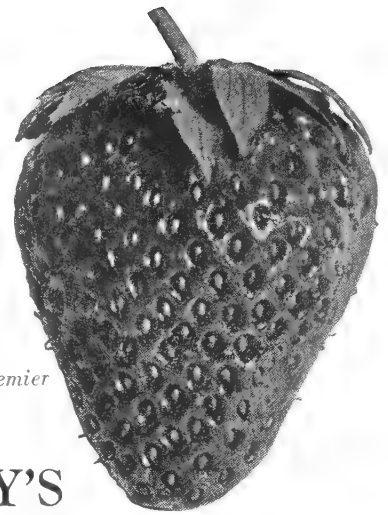


Senator
Dunlap

McKAY'S Delicious Strawberries

McKay's delicious Strawberries have been on trial over a wide territory for many years and have been found extremely hardy. We offer only the best varieties. Blossoms should be picked off from newly set plants until they are well established.

See notes on Strawberry culture on page 46.



Premier

June-Bearing Strawberries

PREMIER. Early. An old popular favorite with Strawberry growers as an early berry. Extensively grown by commercial Strawberry growers as well as home gardeners. This strong growing, early variety adapts itself to all soils, and has proven unusually satisfactory. The berries are medium red in color, of medium size, moderately firm and of very good quality. Because it is practically frost-proof, it is a sure cropper. The Premier stands at the head of the list.

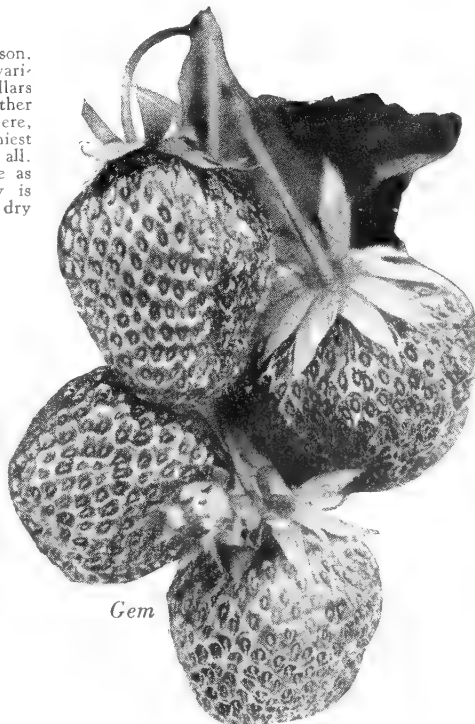
CATSKILL. Late midseason. Produces large, strong plants, that keep the berries off the ground. This makes for cleaner berries and makes picking easier. Makes an ideal fruiting bed. Fruit is of the highest quality, equal to Premier. The berries are large in size, firm, and a bright red color. Considered frost-proof, and can be depended on to produce a bumper crop of fruit annually.

ROBINSON. Late. These extremely large, round, blunt-pointed berries are of top quality. Solid red, full of juice and rich sweet flavor. They have a long fruiting season, starting to ripen soon after Premier and continuing right through the late Strawberry season. The plants are very healthy, good growers and are covered with heavy foliage that makes lots of runners. This makes for a wide matted row of plants and for heavy production. It is a good shipper. A marvelous berry. Latest in June-bearing Strawberries.

SENATOR DUNLAP. Midseason. This is an old well known variety that has made more dollars for berry growers than any other variety. Grows most anywhere, and is the toughest, healthiest and fastest growing of them all. Berries dark red, not as large as some others but the quality is fine. It stands up well in dry weather.

Everbearing Strawberries

GEM. This variety is one of the greatest everbearers that we have ever seen. While its June crop of fruit is small, it reaches its peak of production in the fall when you want Strawberries. The berries are medium to large, smooth and of a nice light red color. Very productive, fine appearing. Does best on heavier soils.



Gem



Washington Asparagus

McKAY'S Tender Asparagus

WASHINGTON. A rust-resistant pedigreed Asparagus. As a standard variety for the production of fancy Asparagus for the home or market, it stands ahead of all others in size, vigor, tenderness, quality and rust-resistance.

To make an Asparagus bed, prepare a place of fine loamy soil to which has been added a liberal dressing of manure. Plow or spade deeply. Plant in rows from three to five feet apart and from one to one and one-half feet apart in row. Make a trench about nine inches deep. Plant Asparagus and cover tops with about three inches of dirt. When cultivating, work soil at edge of furrow towards plants so that by midsummer the ground is level. Do not cover six inches deep at first or plants will be smothered. Put on a good coating of manure annually and work it into the soil.

GROW YOUR OWN FRUIT

There is need for more home-grown fruit. Too few of us with land make any attempt to enjoy health-giving fruit for our own use. Every family having land—it doesn't take much—should grow some fruit. It's cheaper to grow it than it is to buy it!

McKAY'S Early Rhubarb

There is no garden of whatever size that cannot have a clump of Rhubarb. There is nothing quite so delightful as the first pie made from fresh Rhubarb grown in your own garden. Stewed Rhubarb with its brisk tartness is delicious and healthful, too, and mighty refreshing in the spring, when we crave fresh things.

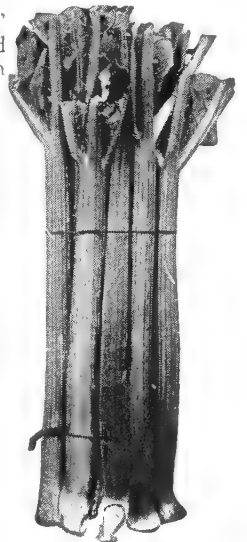
Those who know the old "Pie Plant" would hardly recognize the improved varieties with their immense growth and thick, tender stalks.

CANADA RED. Is a heavy producer, thin skinned so it can be used all summer. The large, juicy stalks are a rich red all the way through.

MacDONALD. A very early new variety and of the highest quality. Stalks large, tender, and of excellent flavor.

RUBY. As its name indicates, it is a new red-stalked variety, beautifully colored. Medium sized stalks, very tender. Unexcelled for pies, cooking or canning.

WATERLOO. A fine flavored red variety with large, tender stalks—the kind that can be used all season. A very profitable variety for the market.



THE HOME ORCHARD

"An Investment in Beauty, Pleasure and Profit"

The typical Wisconsin farm orchard consists of 20 to 60 fruit trees. Because the McKay Nursery Co. believes that every farm owner should grow a more or less complete line of fruit trees as well as small fruits, we present our plan of a "Complete Home Orchard." This orchard will keep the average family supplied with home-grown fruits of various kinds and varieties through the different seasons of the year. This plan can be modified to suit the individual family's wants, tastes, and needs. We present it to you as a guide to work from.

McKAY'S "COMPLETE ORCHARD"

30 APPLES

- 5 Summer Apples 3 Crab Apples
7 Fall Apples 15 Winter Apples

6 CHERRIES

3 of one early variety. 3 of one late variety.
(If you live in a section of the state where Cherries do not grow, substitute "McKay's Hardy Cherry Plums.")

5 PLUMS

- 1 each of 4 varieties which will ripen in succession through August and September.
1 pollinizer Plum tree to be planted in center of above group.

4 PEARS

- 1 or 2 each of several varieties suitable for your locality.

100 RED RASPBERRIES

- 25 of an early variety.
75 of a standard midseason variety.

25 BLACK RASPBERRIES

6 GOOSEBERRIES

- 3 each of 2 varieties.

9 CURRANTS

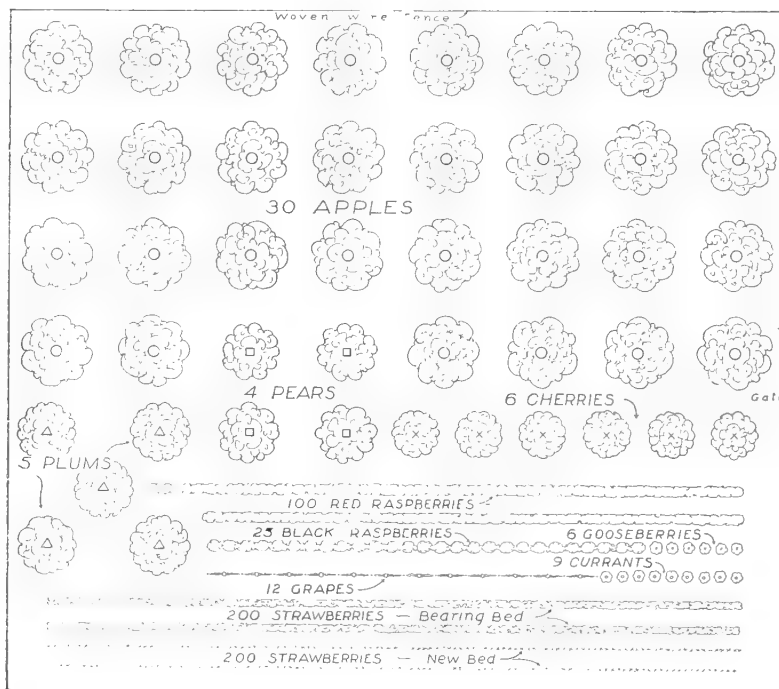
- 6 of one standard juicy variety for jellifying.
3 of a variety for pies, marmalades, etc.

12 GRAPES

Made up of several varieties.

200 STRAWBERRIES

- 150 June berries. 50 Everbearing berries.



"THE COMPLETE HOME ORCHARD" Scale 1"=50'

ORCHARD SITE

The complete "Home Orchard" should be laid out on a piece of land close to the farmstead. This makes it easier to care for it and encourages you to do the work at the proper time. It is also more convenient for the various members of the family to eat and enjoy the ripe fruits.

CULTIVATION

Young fruit trees grow best if the ground is cultivated the first few years. This is best done by planting Potatoes or Corn between the rows of fruit trees. If new trees are set out in an old orchard, spade the ground for a 2-foot radius around the tree and then cover ground with a 6- to 8-inch mulch of straw, hay,

or strawy manure. Even a heavy mulch alone on the sod will soon kill out the grass and conserve the moisture for the benefit of the tree.

Small Fruits. Our orchard has 10 feet of headland at the ends of the small fruit rows to allow for horse cultivation. Because farm help is scarce, the small fruits should be cultivated by horse power, not hand labor. Several good ground stirrings with a one-horse cultivator will keep the ground loose, keep weeds down, conserve the moisture, and keep the Raspberries and Strawberries from running all over the patch. Likewise, a 12- to 15-inch mulch of straw between the rows of Raspberries, Currants, Gooseberries and Grapes will answer the same purpose.

RASPBERRY CULTURE

Since Raspberries bear only on last year's canes, it is customary to cut out all the old canes (canes that bore fruit) every fall. This throws the strength of the roots into growing new canes which will again bear the following year.

Since Raspberries spread by suckers, cultivation or mulching as described above will also keep the rows narrow—not over 18 inches wide. Suckers coming out beyond such a width should be destroyed by the cultivator or choked out with the deep mulch. In this way Raspberries are kept manageable and productive indefinitely.

STRAWBERRY CULTURE

Note that our "Complete Home Orchard" plan shows 2 settings of Strawberries. The one as a 1-year bearing bed, the other as a newly set bed. The best practice of growing Strawberries is to set out a new bed every spring. This newly set bed can be cultivated conveniently with a 1- to 2-horse cultivator while the plants are making runners. The following year it will bear fruit heavily, whereupon it is plowed up in the fall. After being manured in the winter it is ready for a new plant setting in the spring. This rotation makes for the easiest growing and care of a Strawberry bed, and gives you the maximum of fruit with the least labor.

PRUNING FRUIT TREES

First Year. (Read planting instructions on page 41.) In general, prune fruit trees to a single leader or main upright branch on which are left 3 to 5 side branches well spaced up and down the trunk, as well as growing out in all four directions of the compass.

Second Year. Further build up the branch formation of your trees to form the above skeleton. Cut out cross branches as well as new sucker side branches. Better to have fewer side branches than too many. If a tree lacked a branch coming out in one direction the first year, leave a sucker that comes out the second year to perfect the tree skeleton. Hold back vigorous growing side branches to gain uniformity in branch growth all around the tree. In succeeding years prune just enough to keep tree balanced and open in growth. This produces larger and better colored fruit.

RODENT PROTECTION

It is advisable to wrap fruit trees with burlap or tar paper the first winters against rabbit and mice injury. Again, ordinary fly screen can be circled around the trunk loosely and left on for several years, or until it rusts off. Be sure to place wrapping below ground, so mice can't get inside it.

SUITABLE PLANTING DISTANCES

NUMBER OF TREES OR PLANTS PER ACRE

	Feet		
Apples	20 to 30	1½ x 4 ft.	7260
Pears	16 to 20	1½ x 5 ft.	5808
Cherries	16 to 20		
Plums	16 to 18	3 x 5 ft.	2904
Peaches	16 to 18	3 x 6 ft.	2420
Currants	4 by 6	3 x 7 ft.	2074
Gooseberries	4 by 6		
Grapes	6 by 8	4 x 5 ft.	2178
Raspberries	4 by 6	4 x 6 ft.	1815
Strawberries	1½ by 4 or 5	4 x 7 ft.	1555
		6 x 8 ft.	908
		8 x 8 ft.	680
		8 x 10 ft.	545
		16 x 16 ft.	170
		18 x 18 ft.	135
		20 x 20 ft.	110
		24 x 24 ft.	75
		27 x 27 ft.	60
		30 x 30 ft.	48

RULE: Multiply the distance in feet between the rows by the distance the plants are apart in the rows and the product will be the number of square feet for each plant or hill; which, divided into the number of feet in an acre (43,560), will give the number of trees.

Some General Information About Wisconsin's Greatest Nursery

OUR PACKING AND SHIPPING FACILITIES

We have the most modern building possessed by any nursery in the Northwest. Every tree, plant or shrub is packed under cover with wet moss or similar material, wrapped with waterproof paper and burlap, and then immediately shipped or delivered; thus insuring the minimum of exposure to the trees or plants. We have experienced employees who are trained in the handling of our goods. Our many years' experience in the handling of nursery products enables us to deliver stock that satisfies thousands of customers in all sections of the state.

WE INVITE YOU TO VISIT US

This is a cordial invitation to study each page of this catalog carefully, to order such varieties as you may require with the assurance of receiving thorough satisfaction, and to visit the nurseries or the general offices of the McKay Nursery Company whenever it is convenient for you to do so.

OUR NURSERY

Our nurseries are located at Waterloo, Wis. (see map on rear cover.) There we have over 500 acres of choice farm land, devoted to the growing of hardy nursery stock, particularly adapted to our Wisconsin climate. Our soil is ideal for growing good healthy plants with lots of fibrous roots, that are so essential to the successful transplanting of those plants. We offer our nursery goods to you in the firm confidence that they will give you lasting satisfaction.

OUR GUARANTEE

We guarantee our stock to be the best quality always, and to be delivered in good condition. We are extremely careful in seeing that all plants and trees are correctly labeled and we hold ourselves prepared to replace, on satisfactory proof, all stock that may prove untrue to the description under which it is sold, or, at our option, to refund the amount paid therefor, but we shall in no case be liable for any sum greater than the amount originally received for said nursery stock.

INSPECTION

Our nurseries are inspected by the state entomologist twice a year, as required by law, and we hold his certificate that our stock is free from injurious insects and contagious diseases.

ABOUT OUR REPRESENTATIVES

The McKay Nursery Company is represented in practically every community of this territory by a man who practices a service creed. These men comprise a group of alert, industrious, helpful representatives of whom this Company is justly proud.

In serving you, each of our representatives is backed by the Company itself, whose officers have had many years of experience in the nursery business, and whose Landscape Department is one of the best staffed in the Middle West. With their help, your questions can be readily answered. With their help, the best of service is assured.

You may know the McKay representative in your neighborhood. If not, we believe it will be worth your while to make his acquaintance. Just drop us a card and we'll be glad to send you his name and address.

INDEX

Abies	19	Currant, Alpine	8	Kerria	9	Roses	26-31
Acer	34	Currant, Indian	13	Kolkwitzia	8	Roses, Care of	28
Almond	8	Cydonia	9	Ligustrum	9	Russian Olive	11
Alpine Currant	8	Deutzia	9	Lilac	11, 12	Salix	34
Amelanchier	8	Dogwood	9	Linden	33	Sambucus	9
Ampelopsis	16	Elder	9	Locust	33	Shadblow	8
Amygdalus	8	Elm	32	Lonicera	7	Shade Trees	32-34
Apples	35-38	Euonymus	7, 8, 16	Maidenhair Tree	33	Sheepberry	13
Arbor-Vitae	18	Evergreen Bittersweet ..	16	Maple	34	Shepherdia	8
Aronia	8	Evergreens	18-23	Matrimony Vine	16	Shrubs	7-13
Arrowwood	13	Evergreens, How to Plant	21	Morus	34	Shrubs, How to Plant ..	8, 9
Ash	33	Evergreens, Keeping		Mountain Ash	33	Shrub Table	14
Ash, Mountain	33	Healthy	21	Mulberry	34, 41	Silver Lace Vine	16
Asparagus	45	Evergreen Table	21	Nannyberry	13	Snowball	13
Aspen	34	Fir	19	Ninebark	11	Snowberry	13
Barberry	7	Forsythia	9	Oak	34	Sorbus	33
Basswood	33	Fraxinus	33	Oleaster	11	Spindle Tree	8
Beauty Bush	8	Fruits	35-46	Olive, Russian	11	Spirea	11
Berberis	7	Fruits, Culture	46	Peaches	41	Spruce	23
Betula	33	Fruits, Planting Distances	46	Pears	41	Strawberries	45
Birch	33	Fruit Trees, Care of	41	Peonies	17	Sumac	11
Bittersweet, Evergreen ..	16	Ginkgo	33	Philadelphus	10	Symphoricarpos	13
Blackberries	43	Gleditsia	33	Picea	23	Syringa	10, 11, 12
Buckthorn	8	Golden Bell	9	Pine	19	Tamarix	11
Buffalo Berry	8	Gooseberries	43	Plum, Flowering	12	Taxus	22, 23
Burning Bush	7, 8	Grapes	44	Plums	39	Thorn	34
Butternut	33	Grapes, Care of	44	Poplar	34	Thuya	18
Celtis	33	Hackberry	33	Privet	9	Tilia	33
Cercis	34	Hemlock	19	Prunus	12	Trumpet Vine	16
Cherries	40	Home Orchard	46	Prunus Serotina	34	Tsuga	19
Cherry Plums	40	Honeysuckle, Bush	7	Quercus	34	Ulmus	32
Chokeberry	8	Honeysuckle, Climbing ..	16	Quince	9	Viburnum	13
Clematis	16	Hydrangea	10	Raspberries	42	Vines	16
Coralberry	13	Indian Currant	13	Redbud	34	Walnut	34
Cornus	9	Ivy	16	Rhamnus	8	Wayfaring Tree	13
Cotoneaster	8	Jetbead	9	Rhubarb	45	Weigela	11, 13
Crab, Flowering	33	Juglans	34	Rhus	11	Willow	34
Cranberry, High Bush ..	13	Juneberry	8	Ribes	8	Wistaria	16
Crataegus	34	Juniper	19, 20	Robinia	33	Witch-Hazel	11
Currants	43					Yew	22, 23



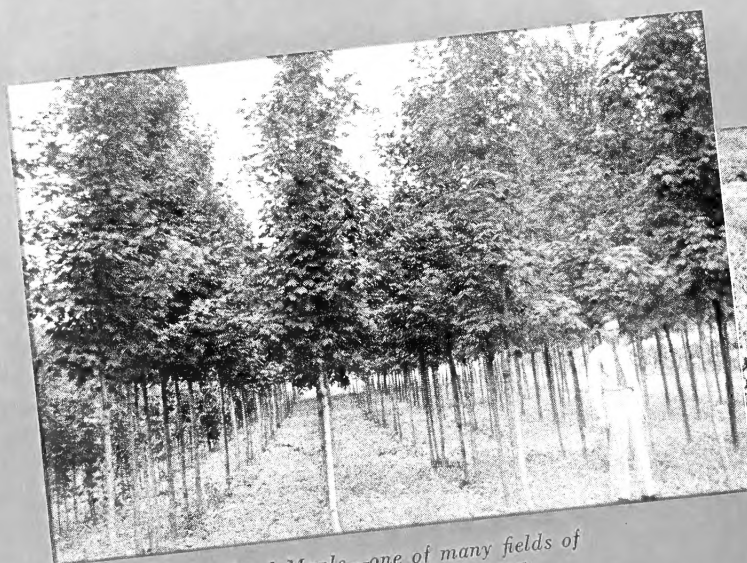
Upright Junipers create an interesting pattern at McKay's



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in the large display room*

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full-topped shade trees*



*Pyramidal Arbor-vitae, a beautiful
columnar-type evergreen*



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